

British Virgin Islands Virtual Painkiller



PUBLIC RELATIONS



BVI Painkiller

Virtual Happy Hour

WEDNESDAY
APRIL 8, 2020
4PM EST

WILL START SHORTLY

GET YOUR INGREDIENTS TODAY!

- 2oz Pusser's Rum
- 4oz Pineapple juice
- 1oz Orange juice
- 1oz Cream of coconut
- Freshly grated nutmeg

THE BRITISH VIRGIN ISLANDS
NATURE'S LITTLE SECRETS®

BVI painkiller



British Virgin Islands
was live.
about 8 months ago · 🌐

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Aries Kirkpatrick · 0:58 San Diego California!
Like · Reply · 33w

Eric Deppe · 1:30 Hey from Grinnell, Iowa USA!
Like · Reply · 33w

Kimberly West Rymer · 14:14 Thanks for the shout out ❤️
Like · Reply · 33w

↳ 1 Reply

Nan Young · 3:48 Hello from Williamsport Pa
Like · Reply · 33w

PROGRAM CONTENT – MEDIA MAILER

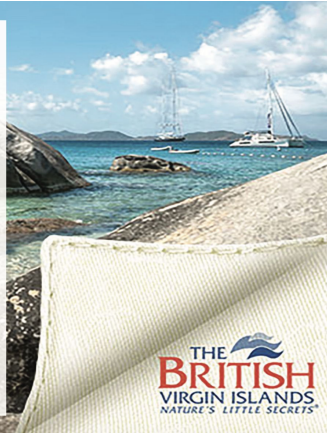
Dear Lyndsey,

On behalf of the British Virgin Islands Tourist Board & Film Commission, we're excited to send you a "Painkiller" with the hope to brighten your day during this difficult time, and share an authentic taste of the most iconic drink in the Caribbean. Included are all of the ingredients you need to craft your own cocktail, complete with some of the BVI's best rum from our friends at Pusser's.

The Painkiller was invented in 1970 on the shores of Soggy Dollar Bar by its owner, Daphne Henderson. Henderson took pride in her recipe and never divulged it, so Pusser's Founder Charles Tobias went to work to match her original flavor profile as closely as possible. To this day, Pusser's uses a ratio of four parts pineapple, one part cream of coconut and one part orange juice, adding Pusser's Rum to one's liking and topped with grated nutmeg.

In your kit you'll find all of the necessary ingredients for Pusser's recipe, as well as an official BVI-branded shaker to mix things up! We can't wait to see your finished product, so please tag @britishvirginislands and @pusserstrum on Instagram.

We look forward to welcoming you to the beautiful British Virgin Islands soon, but for now we hope you enjoy a quintessential island staple.



THE ICONIC PUSSEY'S PAINKILLER

INGREDIENTS:

- 2 oz. (~50 ml) Pusser's Rum
- 4 oz. (~120 ml) pineapple juice
- 1 oz. (~25 ml) orange juice
- 1 oz. (~25 ml) cream of coconut
- Freshly grated nutmeg

RECIPE:

Add liquid ingredients to a cocktail shaker and shake vigorously. Pour into a big glass or goblet filled with ice. Add/grate fresh nutmeg on top and enjoy!



GET TO KNOW BVI'S SECRETS

Known as a treasured destination rich in undiscovered experiences, the British Virgin Islands (BVI) is an alluring archipelago comprising 60 islands and cays located 80 kilometers (60 miles) east of Puerto Rico, in the northwestern region of the Caribbean Sea. The main islands of Tortola, Virgin Gorda, Anegada and John Van Dyke have attracted travelers globally with their cultural Caribbean authenticity. Located in Tortola, Road Town is the BVI's capital.

From the culture and history of BVI's four largest islands to the pristine natural splendor of more than 50 smaller isles, every place you drop anchor offers its own special magic. Whether you're ticking The Baths in Virgin Gorda off your bucket list or discovering the conch mounds in Anegada, BVI's friendly community makes it truly a unique experience.

WHAT MAKES US SPECIAL?

HOTEL DEVELOPMENTS

This year, long-awaited hotel properties will unveil their new developments and reopenings. After a four-year closure, Rosewood Little Dix Bay opened in January 2020. Following on the heels of the marina and waterfront rebuild, Bitter End Yacht Club's resort is planned to reopen in winter 2020/2021. For luxury villas for larger groups and families, a slew of estates such as Baraka Point Estate, South Sound Villa and Valley Trunk Estate opened in early 2020.

CULINARY

Every November, the British Virgin Islands hosts a month-long food festival celebrating the destination's culinary heritage and traditions. BVI Food Fête's main events span six islands and seven days throughout the month of November: from barefoot luxury events like "Gourmet Soiree" on Scrub Island to the family-friendly "Taste of Tortola," guests and visitors alike have plenty to savor. BVI Food Fête concludes with a two-day party in Anegada, known for its spiny lobster. During Anegada Lobster Festival, attendees can hop around trying a variety of lobster styles.

SAILING

When sailing the BVI, your first mates will be endless ocean and inviting blue sky. A stay aboard a chartered boat simply makes sense when you're vacationing in a sailor's paradise. Charter companies such as Dream Yacht Charters and The Moorings offer exclusive crewed yacht hire where the menu and itinerary are tailored to the customer's personal preferences in addition to the bareboat charters where sailors can be their own captain. Travelers can also buy by the cabin for a more affordable charter experience.

SUSTAINABILITY

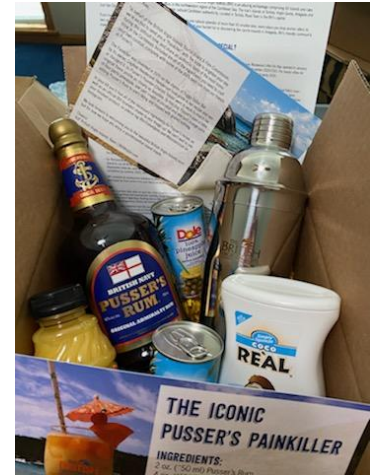
Sustainability has long been at the forefront of the British Virgin Islands' top priorities. Below are a few examples:

- Cooper Island Beach Club is known for its eco-friendly initiatives such as producing unique beers at its solar-powered brewery and implementing a turtle tagging program for guests to catch, tag and gain valuable information on our native turtles. This year, the resort will partner with VOYAGE Charters so guests can sail and stay on the new "Electricified," its first electric powered charter yacht, before ending their stay at Cooper Island Beach Club.
- Bitter End Yacht Club, a gem of the BVI since 1964, will debut an all new world-class marina in summer 2020, followed by a full nautical village later in the year. Its architecture is focused on upcycling as many materials as possible and mitigating the redevelopment's impact on the natural environment.
- Sir Richard Branson's private island paradise, Necker Island, is highly committed to sustainability, introducing three new wind turbines last year allowing the island to run off 80% renewable energy. In 2020, new sustainable initiatives will include locally sourcing, composting, collecting rainwater, removing disposable toiletries, and new employee uniforms made from recycled plastics from the ocean. Necker continues to rebuild and construction is set to be completed by summer 2020, with the addition of new Celebration Weeks where visitors can book rooms individually.
- BVI unveiled an ecotourism initiative to assist with hurricane recovery called Seeds of Love. Visitors can replant the islands' indigenous trees and vegetation destroyed by Hurricanes Irma and Maria while preventing erosion and protecting the ecosystem, the very thing that makes the tourism product unique.

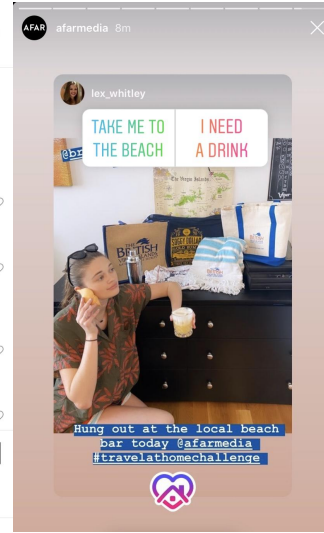
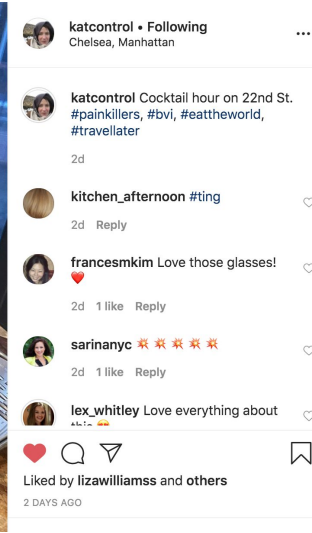
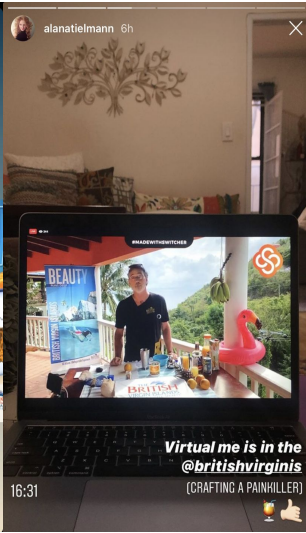
DIVING

Check off countless dive sites on your list, from countless towering reefs of healthy corals, underwater caves, tunnels, extraordinary shipwrecks and massive boulders and grottoes and spectacular visibility. Aside from classics like Wreck of the RMS Rhone, last year, BVI welcomed a slew of new dive sites.

- One of the most legendary floating bars in BVI, The Willy T, was destroyed by the 2017 hurricanes and was transformed into an interactive underwater pirate ship playground. Divers can find the wreck at Peter Island, and enjoy a cocktail at the new Willy T's Floating Bar at Norman Island.
- Three derelict airplanes from the airport were recreated into half airplane/half sharks called "sharkplanes." The sites near The Dog Islands generate positive awareness for the necessity of sharks in our waters, while also making for a fun and interactive new dive site. The site will feature an airplane Bull Shark, Black Tip Reef Shark and Hammerhead Shark, along with a coral archway garden made from recycled mooring lines.



PROMOTIONAL HIGHLIGHTS – EARNED SOCIAL MEDIA PROMOTION



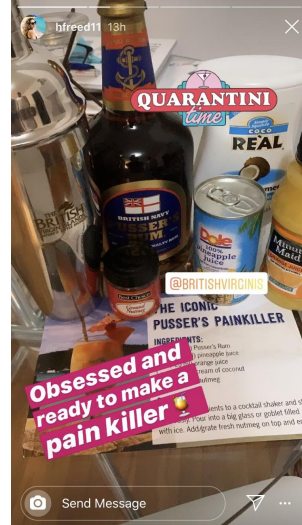
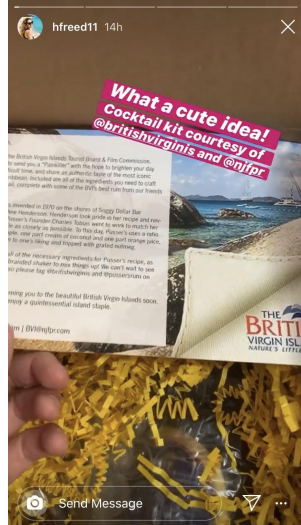
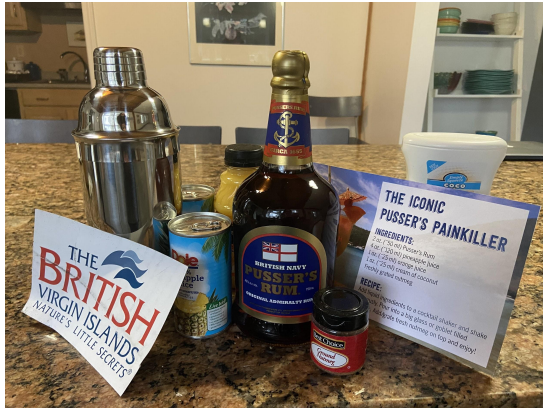
PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE

The Boston Globe

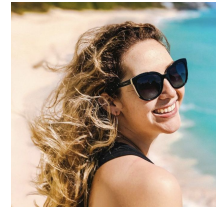


Diane Bair, Travel Writer

“Just came... wowza. Looks like quitting time for me! Can’t wait til I can drink one on-site (fingers crossed it won’t be much longer)! Thanks so much & Cheers!”



BUSINESS INSIDER



Hannah Freedman, Associate Travel Editor
“What a cute idea! Cocktail kit courtesy of The British Virgin Islands and NJFPR. Obsessed and ready to make a painkiller. Virtually vacaying on Jost Van Dyke!”

PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE

INSIDER
REVIEWS

OUT OF OFFICE

Tune in every Tuesday at 3 pm EST

TODAY

What drinks we've been making while stuck at home

Team Takeover



See More >

The Insider Reviews team has been busy making tasty drinks while stuck at home.



Today we're showing you what we've been making. 🍹

See More >



@HFREED11
@BRITISHVIRGINIS

Associate Travel Editor Hannah Freedman has been making the iconic Painkiller cocktail from the British Virgin Islands.

See More >

Swipe up for the perfect rum to make this cocktail with.

INSIDER
REVIEWS

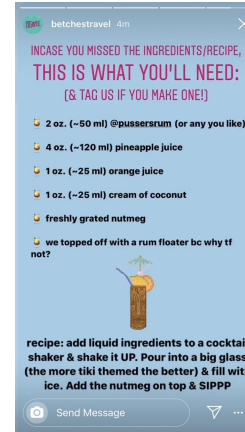
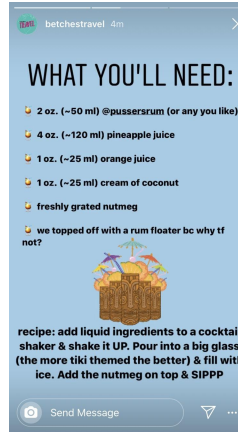
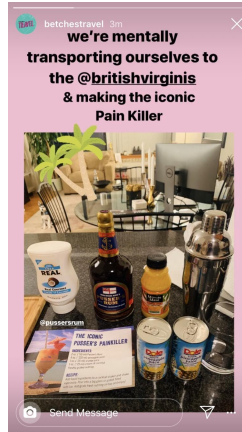
PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE



betches



Ashley Fern, Director of Content & Strategy
"We're mentally transporting ourselves to the British Virgin Islands and making the iconic painkiller!"



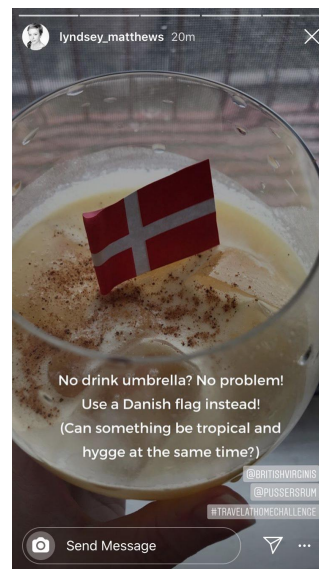
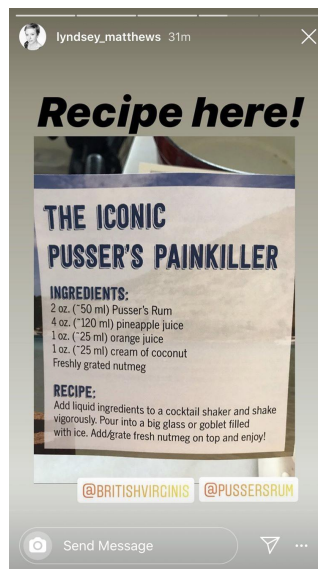
PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE

AFAR



Lyndsey Matthews, Destination News Editor

"It's Happy Hour! The Iconic Pusser's Painkiller recipe can be found here!"



PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE

DEPARTURES



Jackie Caradonio, Travel Editor
"Rescheduled my British Virgin Islands trip twice so far because of corona... So grateful for this carepackage to make the island's famous Pusser's painkiller!"



Bloomberg Pursuits



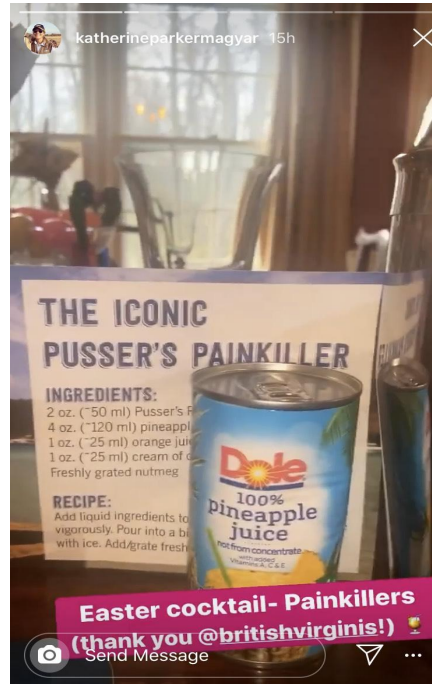
Brandon Presser, Freelance
"Pretending I'm in the Caribbean tonight, I'm coming for you British Virgin Islands when this is over!"

Forbes

trip savvy



Katherine Parker-Magyar, Freelance
"Easter cocktail - Painkillers (thank you British Virgin Islands!)"



Forbes



Brandon Schultz, Freelance
"British Virgin Islands Happy Hour!
Following along on @BritishVirginIs
Events (April 8)"




PROMOTIONAL HIGHLIGHTS – MEDIA FEEDBACK & SOCIAL COVERAGE


SAVEUR

 **katcontrol** • Following
Chelsea, Manhattan

 **katcontrol** Playing bartender with this tiniest of patrons. The long, warm weekend has me craving tropical, sweet things, so I'm breaking down the Painkiller recipe I brought back from the BVI's Soggy Dollar Bar last year. It's an easy 4-1-1-1 formula: pineapple, Pusser's rum, cream of coconut, (home-squeezed!) orange juice. A good scritch of @burlapandbarrel nutmeg. #eattheworld, #drinktheworld, #painkillercocktail, #classiccocktails, #travellater

2d

 **willbdavis** 🍷
2d 1 like Reply

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Post



Forbes

10 Caribbean Cocktails To Make At Home (& Bring Vacation To You)



Katherine Parker-Magyar Contributor ◉
Travel

From cities to jungles, I write about culture, travel and adventure.



ST KITTS & NEVIS **OBSERVER**

Caribbean COVID-19 News

By [snr-editor](#) - April 7, 2020



BRITISH VIRGIN ISLANDS

The [British Virgin Islands](#) family wishes you well during this difficult time and invites you to indulge in a much deserved cocktail. Tune in to a Virtual Happy Hour on **Wednesday, April 8 at 4:00 pm EST** on [BVI Tourism's Facebook Live](#) to learn how to make the legendary [Painkiller Cocktail](#), the official cocktail of the British Virgin Islands and one of the most iconic beverages in the Caribbean.

Viewers can transport themselves to the beaches of BVI by making this signature cocktail at home! What started at the shores of [Soggy Dollar Beach Bar](#) in 1970 continued with the development of the Pusser's Painkiller shortly after. As Soggy Dollar owner Daphne Henderson takes pride in her secret recipe, Pusser's founder Charles Tobias went to work trying to match her flavor as closely as possible. He finally worked out his own recipe to be a ratio of four parts pineapple, one part cream of coconut and one part orange juice, adding Pusser's Rum to suit and topped with grated nutmeg. More info about the cocktail's history and ties to the BVI can be found [here](#).

We look forward to welcoming you to the beautiful BVI soon, but for now – we hope you enjoy this delicious treat. We encourage you and your readers to tune into the live stream on Wednesday from the British Virgin Islands with BVI Ambassador, James Kelly. He will be [chaperoning the views from his abode, speaking on the history of the Painkiller and teaching](#)

BRIDES

4.10.20

8 Places to Virtually Travel as You Honeymoon Hunt
Pencil it in between your next Zoom happy hour and meal.

by [Dan Koday](#) | Updated 04/10/20

02 [The Soggy Dollar, British Virgin Islands](#)



COURTESY OF THE BRITISH VIRGIN ISLANDS TOURIST BOARD & FILM COMMISSION

Located in the beautiful B.V.I., which is likely ranking high on your honeymoon list anyway, The Soggy Dollar is home to one of the most iconic beaches and [bucket list waterfront bars](#) in the world. Known as the birthplace of the "Painkiller" cocktail, even those who've already been will jump at the opportunity to [virtually visit](#), and can even do so with the iconic cocktail in hand. Although



3.28.20

You can easily make these 10 Caribbean cocktails at home



By [Melanie Reffes](#)
MARCH 28, 2020



Painkiller | British Virgin Islands

Named for the thirsty travelers who swam to the beach with soggy dollars in their pockets, [Soggy Dollar](#) on the petite isle of Jost Van Dyke picked up top spot as [Best Caribbean Beach Bar](#).

Traditionally made with the local rum called Pusser's, the legendary Painkiller cocktail is a powerhouse palate-pleaser and is a cinch to make at home. Improvise with any dark rum and sweetened coconut cream you have on hand.

Ingredients

- 2 oz. Pusser's Rum
- 1 oz. pineapple juice
- 1 oz. Coco Lopez



4.13.20

The Best Cocktails For The Ultimate Taste Of Vacation



[Katie Kelly Bell](#) Contributor @
ForbesLife

I cover what's interesting in wine, spirits, food and travel.



Rosewood Little Dix Bay, BVI (Painkiller cocktail) COPYRIGHT KEN HAYDEN

Now is the time to travel by cocktail and make a happy hour drink that reminds us of the places we long to see again soon. The right cocktail has the

BUSINESS INSIDER

What we're drinking at home during quarantine, from cocktails that remind us of our travels to tequila sodas that require 2 ingredients

Owen Burke



The coronavirus pandemic has caused us to rethink many parts of our lives, including the most social ones like happy hours and group dinners with friends, which may or may not be a good thing in the eyes of our usual dinner mates.

As we continue to abide by stay-at-home rules, we've had to cook more often at home and recreate our favorite cocktails with what's catching dust on our bar carts.

To be clear, we're not bartenders, though more than a few of us were in past lives. We're just people who've sampled anything and everything that's come our way, which, in this line of work, is a dizzying array when it comes to spirits and libations.

Boston Herald

Sips and steps to bring a sense of summer to life



By MOIRA MCCARTHY |

Pre-coronavirus, this was a big travel time for me. Three years ago I was relishing the amazing island of Eleuthera in the Bahamas. One year I was exploring surfer towns and jungles in Costa Rica. And just a few years back I was skiing Wildcat (there's still snow on the trails there now). This year? It's a different world right now.

So what's a warm-weather seeking, social distance rule following, I've-held-out-long-enough-for-summer-thank-you type of New Englander supposed to do? Sure, gazing at the photos from those past escapes from New England Mays helps a little. But let's admit it: We need more.

So this week, still hunkered down at home, I've diving into summer. Hope — and summer (and travel) — springs eternal. So I'm going to savor those summer vibes by embracing some of my favorite products. I'll use them now, and dream of warmer days, summer sun and, yes, a time when once again we can hop a plane and find our warm when we need it most: in the chilly days of a New England May.

thrillist

Weird and Wonderful Live Streams to Transport You Out of Your Home

By Kastalia Medrano, Joe McGauley, and Kristen Adaway Updated on 5/19/2020 at 4:37 PM



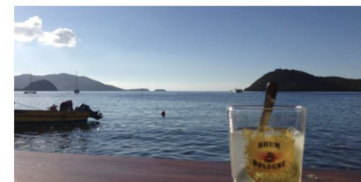
Bears on bears on bears. | OKSANA PERKINS/SHUTTERSTOCK

Note: We know COVID-19 is impacting travel plans right now. For a little inspiration, we'll continue to share stories from our favorite places around the world so you can keep daydreaming about your next adventure.

Productivity at *Thrillist* Travel was disastrously derailed recently when an editor dropped a brown bear live cam into a group Slack, sending us all into a tailspin of staring at a globe-spanning array of adorable animals before we clicked over to find ourselves in... space. This sort of thing is hard to fight these days -- the less travel we're doing physically, the more travel we want to enjoy virtually.

Caribbean Journal

From The Bahamas to St Thomas, the Caribbean's Most Famous Cocktails



Some of the most famous cocktails in the world originated in the Caribbean, and while they come in a variety of tastes and traditions, they all share one common ingredient: rum. Here are some of our favorite Caribbean cocktails and how you can make them at home.



Painkiller, Soggy Dollar Bar, Jost Van Dyke, British Virgin Islands

In the British Virgin Islands are two claimants to the heritage of the Painkiller cocktail: the Soggy Dollar Bar and Pusser's rum. As the story goes, Daphne Henderson, a bartender at the famous White Bay beach bar, invented the drink in the 1970s, then later refined it with the assistance of Pusser's founder Charles Tobias, a regular customer at the bar. Today you can order a Pusser's Painkiller at bars throughout the BVI, although if you order the drink at the Soggy Dollar it's now made with the bar's own private-label rum. Either way, the drink follows a simple recipe: two parts rum shaken with four parts pineapple juice, one part orange juice, and one part cream of coconut, topped with fresh ground nutmeg.

ADVERTISING



Yachting

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The British Virgin Islands Painkiller cocktail is one of the most iconic drinks in the Caribbean. If you have visited the BVI, it is likely you tried one for yourself either on the shores of Soggy Dollar Bar, where the cocktail was invented, or on any one of the 60 islands, islets, and atolls that make up the British Virgin Islands.

Although the original Painkiller recipe remains a secret, Pusser's Rum founder Charles Tobias developed a recipe to match the original flavor profile. Fortunately for all, that recipe is simple enough to make at home.

The Iconic Pusser's Painkiller

Ingredients:

- 2 oz. Pusser's Rum
- 4 oz. pineapple juice
- 1 oz. orange juice
- 1 oz. cream of coconut
- Freshly grated nutmeg

Recipe:

Fill cocktail shaker with liquid ingredients and shake vigorously

Pour into a goblet filled with ice

Grate fresh nutmeg on top

Sip while you dream of your next vacation to the 600 nautical miles of the British Virgin Islands

[DREAM NOW](#)

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Sailing World with British Virgin Islands.

Sponsored

The British Virgin Islands 'Painkiller' Cocktail is one of the most iconic drinks in the Caribbean. Mix one up from your own kitchen while you plan your next adventure to the Islands.



BVIFOODFETE.COM

Make the BVI's most famous cocktail at home

[Learn More](#)

Click to receive the recipe from BVI's Painkiller Happy Hour



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CRUISING WORLD

HOW TO

BVI Painkiller Cocktail Recipe

Enjoy a taste of the British Virgin Islands with this easy-to-make cocktail.

By BVI Tourism | April 16, 2020



Missing the islands? Try this Painkiller recipe for a taste of the BVI. courtesy of BVI tourism

The British Virgin Islands Painkiller cocktail is one of the most iconic drinks in the Caribbean. If you have visited the BVI, it is likely you tried one for yourself either on the shores of Soggy Dollar Bar, where the cocktail was invented, or on any one of the 60 islands, islets, and atolls that make up the British Virgin Islands.

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