

## Fragancias Pitorro Brings Puerto Rican Heritage and Culture to New York City for National Puerto Rican Day Parade



**New York City, New York Jun 10, 2026 ([IssueWire.com](https://www.issuewire.com))** - Puerto Rican fragrance company Fragancias Pitorro, a brand deeply rooted in the island's rich cultural traditions, will proudly join more than one million spectators, participants, and supporters at the 69th National Puerto Rican Day Parade in New York City on Sunday, June 14, 2026.

Inspired by one of Puerto Rico's most beloved traditions, Fragancias Pitorro embodies the perfect blend of culture, nostalgia, and modern creativity. The brand draws its inspiration from the legendary Puerto Rican pitorro, a spirit born from the ingenuity of island families during the Prohibition era. What began as humble sugar cane rum evolved into something magical, infused with tropical fruits, ancestral spice blends, family traditions, and unforgettable stories passed down through generations.

For many Puerto Ricans, pitorro became more than a beverage. It became a symbol of family gatherings, cultural pride, resilience, and celebration. Every bottle carried a story. Every sip created a memory.

Today, Fragancias Pitorro honors that legacy by transforming those cherished memories into fragrances that are as bold, vibrant, and unforgettable as the spirit that inspired them.

As part of its commitment to preserving and celebrating Puerto Rican heritage, Fragancias Pitorro is serving as the Title Sponsor of the highly anticipated "Raíces de Borinquen" float at the 69th National Puerto Rican Day Parade. The visually stunning float will pay tribute to the history, resilience, and

enduring legacy of the Taíno people, Puerto Rico's indigenous ancestors.

The float will feature breathtaking custom artwork created by renowned Puerto Rican artist Alex Rodriguez, bringing to life the rich history and cultural significance of Puerto Rico's first inhabitants through a powerful visual experience designed to inspire parade attendees of all ages.

Fragancias Pitorro's participation in the National Puerto Rican Day Parade reflects the company's unwavering commitment not only to its growing brand but also to preserving and promoting the culture, traditions, and stories that define Puerto Rican identity.

"Supporting the 'Raíces de Borinquen' float is an opportunity to celebrate who we are, where we come from, and the generations that came before us," said representatives of Fragancias Pitorro. "Our fragrances tell stories rooted in Puerto Rican culture, and there is no better stage than the National Puerto Rican Day Parade to share that message with the world."

Parade attendees are encouraged to look for Liana Morales and the Fragancias Pitorro team aboard the 'Raíces de Borinquen' float as they join thousands of participants in celebrating Puerto Rican pride along Fifth Avenue.

With its innovative fragrances, passionate leadership, and dedication to cultural preservation, Fragancias Pitorro continues to demonstrate that Puerto Rican heritage is not simply remembered, it is celebrated, honored, and carried forward for future generations.

Fragancias Pitorro: Inspired by tradition. Driven by culture. Proudly Puerto Rican.

#### About Fragancias Pitorro

Fragancias Pitorro is a Puerto Rican fragrance brand inspired by the island's rich traditions, culture, and history. Drawing inspiration from the legendary spirit of pitorro, the company creates distinctive fragrances that capture the essence of Puerto Rico through bold aromas, unforgettable experiences, and authentic storytelling. Fragancias Pitorro proudly celebrates the connection between heritage, family, nostalgia, and modern Puerto Rican identity.



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Source : Fragancias Pitorro

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