


🌀PiscoisPeru









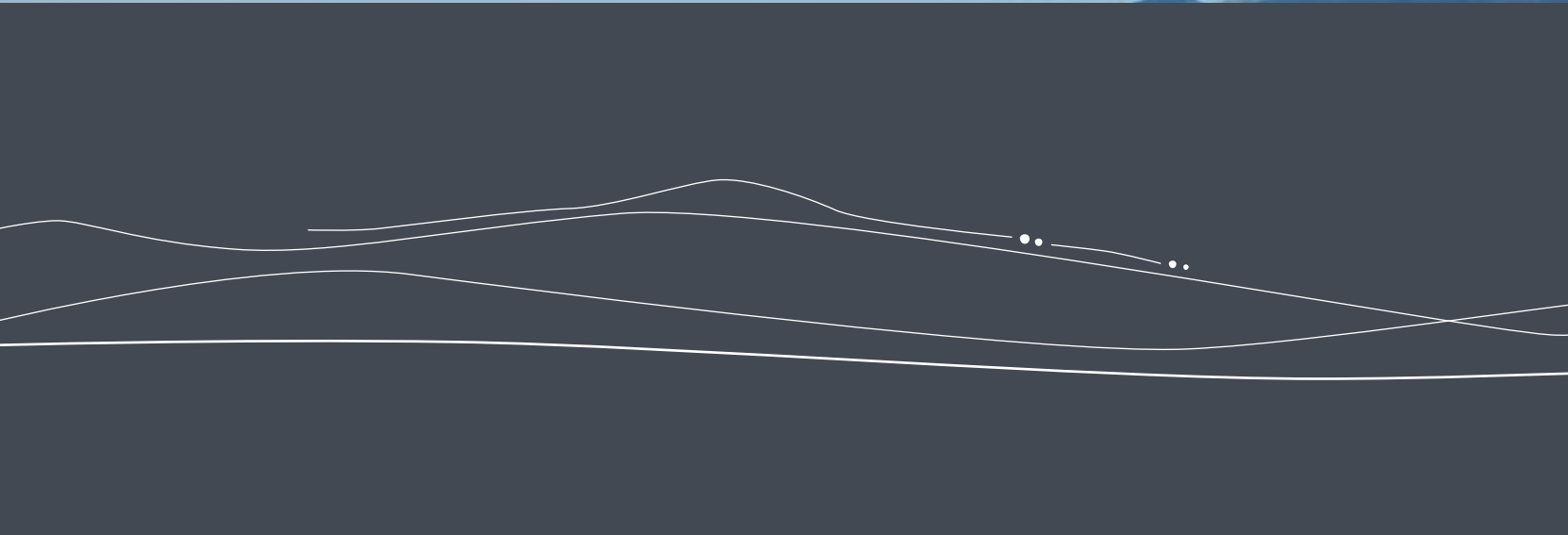


# Pisco, unique and matchless

---

Pisco is a grape distillate, a spirit, made exclusively in Peru by fermentation of fresh must. It is still distilled following the traditions of its first makers, dating back to the end of the XVI century.

Pisco owes its denomination of origin to the name of a Peruvian coastal village. The surrounding valleys provided the ideal conditions for planting the first grape seeds of the appropriate variety for making Pisco. Distilling Pisco requires a peculiar process, compared to other spirits. Excepting fresh must, no other ingredient is used, thus preserving the spirit's purity at its highest. Pisco has attained the status of a flagship Peruvian product and is a source of national pride.



B o r n   o n   t h e   s h o r e s   o f   t h e   P a c i f i c



Pisco is a fishing village located on the South American shores of the Pacific Ocean, 230 km south of Lima, Peru's capital. The name Pisco is a Quechua word, the ancient language of Peru, originally used for a type of bird and which gradually came to be used to name different villages and towns, such as "Pischohuasi" (the house of birds), "Piscopampa" (the prairie of birds), and "Piscobamba" (the field of birds). Pisco was the name given to the "Valley of the Birds" and by extension to the community living there, the Piskus.

Later, during the Spanish colony, the name Pisco was given to the harbor located in this valley, from where an outstanding local spirit was shipped to Spain and other Spanish colonies. As a result, colonial customs registered the distillate arriving from this port as a "spirit coming from the port of Pisco" or simply "Pisco".

The regions authorized to produce Pisco are the coastal valleys in the departments of Lima, Ica, Arequipa, Moquegua and the Locumba, Sama and Caplina valleys in the department of Tacna.

# The charm of diversity

---

A megadiverse country, Peru boasts a range of climates, ecosystems and genetic resources that gave birth to one of the world's richest agricultural civilizations.

Such favorable conditions allow growing various types of grapes whose value stems from the large number of Pisco grape strains, and each variety's peculiarities. Denomination of origin standards classify Pisco in three categories depending on the combination of grape varieties: Pure, Mixed and Green Must.

Pure Pisco is made from a single grape variety, such as *Quebranta* that gives Pisco its unmistakable taste of plantain, apple, pecan and black raisins. Then comes *Mollar*, with fresh herbal and honey scents. *Black Creole* adds touches of chocolate, peach and lime when feeling Pisco's hints.

*Uvina* brings characteristic touches of olive, while *Italia* evokes seducing lime, honey and white raisin nuances. *Torontel* seduces us with a brush of jasmine, apple blossoms and mandarine, while *Moscatel* fills us with an intoxicating scent of peach, vanilla and roses. *Albilla's* delicate peach and apple scents, and the touch of pecan and vanilla it brings, combine to pleasantly surprise us.

Mixed or "acholado" Piscos are made from a combination of two or more varieties of Pisco grapes, creating a marvelous burst of mouth scents and bouquets.

Green must Piscos are made from partly fermented must that results in a more intensely perfumed distillate.







# Some tips to better enjoy Pisco \_\_\_\_\_ ..

To appreciate the qualities of Pisco, connoisseurs advise using the right type of glass, the Pisco glass.

• • • \_\_\_\_\_ Shaped as a tulip, the Pisco glass highlights the perfume of Pisco once poured. The palate exhilarates at its first contact with the distillate, as your taste explores the generous spirit that goes into Pisco making. The glass must be filled a third full, to better appreciate the brightness, transparency and clarity of Pisco.

Then, we slowly bring the glass closer to the nose though never forgetting in its purest forms, Pisco reaches 42 degrees of alcohol. We will then discover the bouquet of each variety. Indeed, the bouquet of a quality Pisco can be a source of indescribable pleasure.

Finally, when tasting, we suggest to bring the glass to the lips of your mouth, to patiently and slowly appreciate the taste of each sip of distillate. Pisco must not burn your throat, but rather go down smoothly as a nectar. Connoisseurs say Pisco must be tasted with love, like a caress before a never ending kiss.



V e r s a t i l i t y







## Pairing and cocktail making

Pisco is a very versatile distillate that can be enjoyed pure, paired with sweet or savory dishes, or as an ingredient in many recipes. Sommeliers recommend choosing grape varieties by their degree of sweetness. For instance, *Italia* Pisco, of typical marked citrus tones, will highlight the taste of a lime pie or citrus fruit-filled truffles, like orange bonbons.

Pisco distilled from *Black Creole*, thanks to its whiff of chocolate and coffee, is the perfect match for tiramisu or coffee truffles. *Albilla* Pisco's subtle peach bouquet and taste is the perfect accompaniment for a tart fruit mousse.

Pisco's pairing options are endless but it is in the universe of cocktail making that it has reached a protagonist role, featured in the world's most exquisite distillates' lists.







C O C K T A I L S..\_\_\_\_\_





# Pisco Sour \_\_\_\_ ..

**At the beginning of the XX century, Union Street, in Lima's historical downtown, convened the young republic's elites. Local aristocrats and literati met at its numerous bars and cafes,** including Morris Bar, owned by Victor Morris, an American. Inspired whisky sour, a mix of bourbon whisky, lemon juice and sugar, Morris mixed the first Pisco sours in the 1920s. Over time, the recipe was perfected by his apprentices, who later took it to the Maury and Bolivar hotels where Pisco captivated the palates of personalities like John Wayne, Orson Welles, Walt Disney, Clark Gable and beautiful Ava Gardner. Ever since, Pisco sour has been Peru's emblematic cocktail.



## INGREDIENTS:

- 4 oz. pure Quebranta Pisco
- 1 oz. lime juice
- 1 oz. simple syrup
- ¼ oz. egg white
- 4 ice cubes
- 3 dashes Angostura bitters

## PREPARATION:

Pour Pisco, lemon juice, syrup and egg white in shaker. Shake for 8 to 10 seconds. Pour in a chilled cocktail glass and decorate with dashes of bitters.

# Chilcano \_\_\_\_ ..

**A fish head chowder with a strong lime seasoning is typical of Peru's northern coast, and is renowned for reinvigorating nighthawks after a long night out on the town.** The chowder is called Chilcano and inspired Italian immigrants to name one of their traditional cocktails they called Buon Giorno, or Good Day, a ginger ale mix they drank as a tonic. Not having the pomace brandy they used for their typical cocktail, they substituted Pisco. Easy to mix, it quickly became popular at the newcomers' bars and groceries, like Queirolo, Cordano, Arbocco and Giaccolleti, to later join the cocktail lists of Peru's most exclusive restaurants.

## INGREDIENTS:

2 oz. pure Pisco  
¼ oz. lime juice  
3 dashes Angostura bitters  
4 oz. ginger ale  
4 ice cubes

## PREPARATION:

Pour all ingredients in a highball tumbler, stir and drop a lemon slice in the glass to serve.











# Capitan \_\_\_\_..

**A classic Peruvian cocktail,** Capitan dates back to the 1920s and was originally mixed in the Andean region of Puno where Peruvian Army captains on their night rounds ordered at the local bars their favorite cocktail mix of vermouth and Pisco. Young officers, so the story goes, called this mix a “20 cent”, a synonym of a cheap cocktail mixed with locally made vermouth, much needed in the cold Andean nights to warm up the body and the spirit. The cocktail became popular among higher ranking officers too, including army generals who came to call it a Cavalry Captain. Over time, the recipe crossed the Andes and arrived at the capital where it evolved so dramatically, it is now only served in a martini glass.



## INGREDIENTS:

1 ½ oz. pure Pisco

1 ½ oz. Cinzano Rosso vermouth

3 ice cubes

## PREPARATION:

Put all ingredients in a shaker and shake for 10 seconds.

Pour in a chilled martini glass.

# Pisco Point \_\_\_\_ ..

**A mix that brings out Pisco's ability to replace the best known distillates used in older traditional cocktails,** and also replace modern day distillates used in modern cocktail classics, like appletinis. A Pisco point mixes grape distilled spirit with fresh fruit aromatic flavors, like apple's, without losing balance and strength, and confirming Pisco has a place in the trendiest modern cocktail bars.

## INGREDIENTS:

1 oz. pure Pisco  
¼ Auverna Sicilian bitters  
1 oz. apple liquor  
1 star anise seed  
4 ice cubes

## PREPARATION:

Put all ingredients in a shaker and cool down twirling the bar spoon for 8 to 10 seconds. Pour in a chilled glass and decorate with star anise seed.











# Pisco Tropical \_\_\_\_..

**A mix combining the warmest tropical flavors,** a Pisco Tropical blends the spirit's clear taste and the Caribbean flavors of grapefruit, a sweet slightly tart tasting citrus, bathed in the intense whiff of distilled grapes. Though combining flavors from Polynesia and the West Indies, a Tropical clearly shows that more than a Peruvian distillate, Pisco is a universal eau de vie.



## INGREDIENTS:

- 4 leaves mint
- 1 oz. pure Pisco
- 2 oz. Barbieri aperol spritz
- 3 oz. grapefruit juice

## PREPARATION:

Rub mint leaves against highball glass rims and then pour in all ingredients. Stir with bar spoon and serve with stirrers.

\_\_\_\_\_. DIRECTORY OF PISCO COMPANIES





## **BARSOL**

**Bodega San Isidro S.A.C.**

Diego Loret de Mola

(51-1) 941-751-440

diegol@barsolpisco.com

www.barsolpisco.com



## **CEPAS DE LORO**

**Viña de Pitis S.R.L.**

César Darío Uyén Gordillo

(51-54) 660-427

cesar.uyen@piscocepasdeloro.pe

www.piscocepasdeloro.pe



## **BENEDICTO PEÑA**

**Bodega y Viñedos Santa María S.A.C.**

Giuliana Mancini

(51-1) 654-0884

gmancini@badegasantamaria.com



## **CUATRO GALLOS**

**Bodegas Don Luis S.A.C.**

Carlos Moreno Mejía

(51-1) 248-6481

c.moreno@bodegasdonluis.pe

www.cuatrogallos.com.pe



## **CASCAJAL**

**Valle Undo Inversiones S.A.C.**

Yuri Saravía Fernández

(51-1) 628-4443

yuri.saravia@cascajal.com

www.cascajal.com



## **DEMONIO DE LOS ANDES**

**Viña Tacama S.A.**

María del Pilar Granda Neggli

(51-1) 218-3017

mpgranda@tacama.com

www.tacama.com





## **EL ALAMBIQUE**

**El Alambique S.A.C.**

Carmen Comeltant

(51-1) 546-0397

[piscoelalambique@yahoo.com](mailto:piscoelalambique@yahoo.com)

[www.barsolpisco.com](http://www.barsolpisco.com)

## **PISCO JH JH**

**Grupo Corcel S.A.C.**

Jesús A. Hernández Álvarez

(51-56) 232-882

[bodegayanquiza@gmail.com](mailto:bodegayanquiza@gmail.com)

[www.bodegayanquiza.com](http://www.bodegayanquiza.com)



## **FINCA ROTONDO**

**Bodega Viña Vieja**

Antonio Pérez Meléndez

(51-1) 444-2562

[aperez@vinavieja.com](mailto:aperez@vinavieja.com)

[www.vinavieja.com](http://www.vinavieja.com)



## **J. UGARELLI S.**

**José Ugarelli Silva**

José Ugarelli Silva

(51-1) 477-8188

[joseugarelli@yahoo.com](mailto:joseugarelli@yahoo.com)

[www.joseugarelli.com](http://www.joseugarelli.com)



## **HACIENDA DEL ABUELO**

**Viña del Valle S.R.L.**

Félix Omar Zegarra Ríos

(51-1) 983-771-990

[ozegarra@haciendadelabuelo.com](mailto:ozegarra@haciendadelabuelo.com)

[www.haciendadelabuelo.com](http://www.haciendadelabuelo.com)



## **LABLANCO**

**Servipacking S.A.C.**

Carlos Arturo Mejía Pérez

(51-1) 258-0385

[cmejia@piscolablanco.com](mailto:cmejia@piscolablanco.com)

[www.piscolablanco.com](http://www.piscolablanco.com)



## **LAS ONCE DE AZPITIA**

**Inversiones Fas S.A.C.**

Giovanni Ormaeche Reyes

(51-1) 667-9052

giovanni@piscoxi.com

www.piscoxi.com



## **PISCO VIEJO TONEL**

**Agroindustrial Viejo Tonel S.A.C.**

Bladimir Cárdenas

(51-1) 429-3378

bcardenas@viejotonel.com

www.viejotonel.com



## **MACCHU PISCO**

**Macchu Pisco S.A.C.**

Melanie Asher

(1) 240-277-9888

melanie@macchupisco.com

www.macchupisco.com



## **PISCO 1615**

**Bodega San Nicolás S.A.**

Arturo Ayulo León

(51-1) 221-9225

aayulo@pisco1615.pe

www.pisco1615.pe



## **OCUCAJE**

**Viña Ocucaje S.A.**

Alejandro Pappalardo

(51-1) 251-4570

apappalardo@ocucaje.com

www.ocucaje.com



## **PORTÓN**

**Destilería La Caravedo S.R.L.**

Johnny Schuler Rauch

(51-1) 711-7800

contacto@lacaravedo.com

www.piscoporton.com



## **SANTIAGO QUEIROLO**

### **Santiago Queirolo S.A.C.**

Santiago Queirolo Targarona

(51-1) 205-7170

exportacion@santiagoqueirolo.com

www.santiagoqueirolo.com



## **SOTELO**

### **Bodega Sotelo S.A.C.**

Julio Alejandro Sotelo Alca

(51-56) 231-380

bodega@sotelo.com.pe

www.sotelo.pe



## **SARCAY DE AZPITIA**

### **El Alambique de Azpitia S.A.**

Jaime Marimón Pizarro

(51-1) 266-4626

gerencia@sarcay.pe

www.sarcay.pe www.vinavieja.



## **TABERNERO**

### **Bodegas y Viñedos Tabernero S.A.C.**

Carlos Rotondo Dónola

(51-1) 444-2310

crotondo@tabernero.com

www.tabernero.com



## **SOLDEICA**

### **Bodegas Vista Alegre S.A.C.**

Jorge y Alfredo Picasso Salinas

(51-1) 248-6758

gerencia@vistaalegre.com.pe

www.vistaalegre.com.pe



## **TRES GENERACIONES**

### **Agroindustrias Tres Generaciones S.A.C.**

Cecilia Gonzáles Martínez

(51-1) 255-7610

cecilia@piscotresgeneraciones.com

www.piscotresgeneraciones.com





## **VIÑAS DE ORO**

**Bodegas Viñas De Oro S.A.**

Enrique Lulli Rodríguez-Larraín

(51-1) 706-2241

[elulli@buo.com.pe](mailto:elulli@buo.com.pe)

[www.piscovinasdeoro.com.pe](http://www.piscovinasdeoro.com.pe)



## **4 FUNDOS**

**Monte Grande E.I.R.L.**

Martín Santa María

(51) 997-590-209

[4fundos@gmail.com](mailto:4fundos@gmail.com)

[www.4fundos.pe](http://www.4fundos.pe)





## PISCO IS PERU

A publication of the Peru Export and Tourism Promotion Board - PROMPERU.

Calle Uno Oeste N° 50, piso 14, Córpac, San Isidro, Lima - Perú

Tel.: (51-1) 616-7300

[www.promperu.gob.pe](http://www.promperu.gob.pe)

Copyright © 2017 by PROMPERÚ. All rights reserved.

Free distribution. Not for sale.

Legal Deposit made at the National Library of Peru N° 2017-01274

Printing office: Servicios Gráficos JMD S.R.L.

Au. José Gálvez 1549 Lince / Lima-Perú

2° Edition - January 2017

## CREDITS:

Technical information and edition: Agribusiness Department - Office for the International Promotion of Exports (Department for Export Promotion).

PROMPERU Team: William Arteaga, Tatiana Veli, Víctor Sarabia, Pilar Rodríguez, Franco Ortiz, Milagros Bustamante and Gabriela Trujillo.

Signature cocktails: Roberto Meléndez.

Writing and style edition: Luis Felipe Gamarra.

Cocktails photography: Diana de Piérola and Yayo López.

Photos by: Arturo Bullard, Din 21, Renzo Giraldo, Enrique Castro-Mendiivil, Alex Bryce, Inés Menacho, Sergio Urday-PromPerú, Yayo.

Design: Lingo.

Translation: Sidney Evans.

Acknowledgements: Lucero Villagarcía, Roberto Meléndez, Bar Inglés and Hotel Country Club.







[www.perutradenow.com](http://www.perutradenow.com)

