

🌀PiscoisPeru





P i s c o

seductive aroma, captivating taste



## Pisco, unique and incomparable

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Pisco is a grape distilled spirit resulting from the fermentation of fresh must. Pisco is exclusively produced in Peru, maintaining the Pisco-making tradition of first producers which dates from the 16th century.

It was named in honor of the place where the first seeds of vine were sown to produce this beverage. Pisco, given denomination of origin, is the name of the city located on the coast of Peru with valleys that extend from the center to the south part of the country.

This beverage is different from other aguardientes due to its unique distillation process where no other ingredients than fresh must are used. It is in this way that it preserves its highest purity level. For all these reasons, Pisco is considered a national pride and a flagship product.



## Born on the shores of the Pacific

Pisco is a fishing village located on the shore of the Pacific Ocean at 230km south of the capital of Peru. Here it was where the first vines were sown more than 450 years ago, settling their roots deeply inside the fertile fields of the new continent. The place was called Pisco because over 1000 years ago there was a pre-columbian civilization that gave the name of Pisku to the birds that used to nest by the shore of the creeks. As years went by, it was established as Pisco, becoming

the city, the river, the port and the province's name. It is unknown when the distilled spirit was called Pisco for the first time, although there are some documents where the term is used on the first productions by the end of the 16th century. The city of Pisco is recognized as the cradle of this distilled spirit, however, the unique pisco grapes in the world grow as well in the valleys of Ica, Arequipa, Lima, Moquegua and Tacna.

## The charm of diversity

The megadiverse country of Peru has a wide variety of climates, ecosystems and genetic resources which create one of the richest agricultural cultures in the world.

These qualities make possible the cultivation of different types of vines which value lies in the quantity of grape vines for Pisco as well as in the characteristics that define each one of them. According to the Denomination of Origin Regulations, Pisco is classified into three groups depending on the grapes' selection: Puro (pure), Acholado (grapevines mixture) and Mosto Verde (green grape must).

The Pisco Puro is made using the production of one single type of vine such as Quebranta, which gives Pisco its distinctive taste of banana, apple, pecans and dark raisins. Then, there is the Mollar type which releases aromas of fresh herbs and honey. The Negra Criolla one has touches of chocolate, peach and lime that are enjoyed as the glass is taken closer to the nose.

The Uvina one has a tone reminiscent of olives. The Italia type gathers seductive aromas of lime, honey and golden raisins, while the Torontel one seduces with its defined touches of jasmine, orange blossom and mandarin. The Moscatel enraptures with its scent of peach, vanilla and roses. The Albilla one has a surprisingly fine taste of peach and apple as well as touches of pecans and vanilla.

The Pisco Acholado is made using two or more pisco grape types creating a wonderful range of aromas and tastes.

The Mosto Verde type is made using Pisco grape musts with an uncompleted fermentation process. This creates a distilled spirit with a more intense aroma.



## How to enjoy Pisco ..

In order to experience the qualities of Pisco, the experts advice to choose first the right glass: a Pisco glass.

... In order to experience the qualities of Pisco, the experts advice to choose first the right glass: a Pisco glass. The tulip -shape glass accentuates the scent released by Pisco once poured, especially as it first touches the palate. This is when the sense of taste examines the generosity applied to make Pisco. The glass should be filled one third full in order to appreciate its brightness, transparency and clarity.

Then, the glass should be slowly taken closer to the nose - without forgetting that we are facing approximately 42 degrees of alcohol in its purest form - to discover the aromas that are given off by each different variety of vine. The pleasure brought by the scent of a high quality Pisco is endless.

Finally, to taste it, the glass should be raised to the lips, but patiently, little by little, so as to appreciate the flavors released by the distilled spirit with every sip. Pisco should not burn the throat; it should pass through the mouth like some nectar. For that reason, according to the experts, Pisco should be drunk with affection, as if it was the first caress of a kiss that should not end.



Versatility

## in food pairing and cocktails preparation

Pisco is a highly versatile distilled spirit which can be enjoyed pure, in cocktails, paired with meals or desserts, or even as an ingredient in various recipes. However, sommeliers recommend choosing the vines according to its sweetness. For example, Pisco Italia, with its striking touches of citric, will intensify the flavors of a lemon pie or truffles filled with citrus fruits, such as oranges or lemons.

A Pisco made with the Negra Criolla grape, which has hints of chocolate and coffee, is the perfect match for a tiramisu or a coffee truffle. Pisco de Albilla, with its subtle peach aromas and flavors, is the perfect match of a citrus fruits mousse.

The possibilities for pairing Pisco are infinite. However, the distilled spirit has proved its true versatility in the cocktail world where it has a starring role in the lists of the most exquisite distilled spirits of the world.





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



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

**At the beginning of the 20th century, Jirón de la Unión, a street in the historic center of Lima was the seat of power for the young Republic. Its bars and cafés were a meeting place for aristocrats and intellectuals.** It was also home of the Morris Bar, owned by the American Víctor Morris, who inspired by the recipe of Whisky Sour - a mixture of Bourbon Whisky with lemon juice and sugar -, prepared the first Pisco Sour in the 1920s. Over the years, his pupils mastered the formula and brought it to the bars of Hotel Maury and Hotel Bolivar where the Pisco Sour made celebrities such as John Wayne, Orson Welles, Walt Disney, Clark Gable and the beautiful Ava Gardner fall in love with it. Since then, Pisco Sour has been our flagship cocktail.



### INGREDIENTS:

4 oz of Pisco Puro Quebranta  
1 oz of lemon juice  
1 oz of sugar syrup  
 $\frac{1}{4}$  oz of egg white  
4 ice cubes  
3 drops of Angostura bitters

### PREPARATION:

Put all the ingredients into a cocktail shaker. Shake the mixture for 8 to 10 seconds. Serve in a pre-chilled glass. Garnish with an extra dash of Angostura bitters.

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

**On the north coast of Peru there is a soup made with fish heads and seasoned with plenty of lemon.** This concentrated soup is characterized by its strengthening properties, ideal for those night owls who have had a sleepless night. For that reason, this soup known as Chilcano, inspired the name of the cocktail that Italian immigrants prepared honoring Buon Giorno, a drink they used to take as a tonic that mixed grappa, ginger ale and orujo aguardiente which was in this case replaced by Pisco.

As it was easy to prepare, the cocktail grew in popularity in the bars and taverns frequented by the immigrants, such as the Queirolo, the Cordano, the Carbone, the Arboccó and the Giacoletti; all Genoese and Sicilian family names symbolizing bohemia. Later on, this cocktail became the star in the menu of the most exclusive restaurants in the country.

### INGREDIENTS:

- 2 oz of Pisco Puro
- ½ oz of lemon juice
- 3 drops of Angostura bitters
- 4 oz of ginger ale
- 4 ice cubes

### PREPARATION:

Put all the ingredients into a highball glass. Stir with a bar spoon.

Garnish with a slice of lemon inside the glass





## Capitán — .•

**Capitán is a classic Peruvian cocktail.** It dates back to the 1920s, in the mountains of Puno, where the army captains, after doing their nightly rounds, used to order their favorite combination in the army mess: Vermouth and Pisco. It is said that the young officers called this blend 'the 20 cents', as back then it was a cheap recipe made using local vermouth. It was particularly popular on cold nights, when it helped to heat the body and the spirit. Even the generals ordered this drink, which they called Capitán, a name taken from the cavalry. As the years went by, the recipe crossed the Andes and got as far as the capital. It has now developed to the point where it is always served in a Martini glass.



### INGREDIENTS:

- 1 ½ oz of Pisco Puro
- 1 ½ oz of Vermouth (Cinzano Rosso)
- 3 ice cubes

### PREPARATION:

Put all the ingredients into a cocktail shaker. Shake for 10 seconds. Serve in a pre-chilled Martini glass.

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

**This drink reveals the versatility of Pisco**, which could not only replace the most famous distilled spirits in the traditional recipes of the past, but could even replace classics of the modern cocktail era, such as the Appletini. Pisco Point combines the grape-based aguardiente with fresh, aromatic fruits such as apples, without losing balance or character, demonstrating that Pisco has a place even at the most contemporary bars.

### INGREDIENTS:

1 oz of Pisco Puro  
¼ oz of Averna (Sicilian bitters)  
1 oz of apple liqueur  
A slice of lemon and star anise  
4 ice cubes

### PREPARATION:

Put all the ingredients into a cocktail shaker. Chill, stirring with a bar spoon for 8 to 10 seconds. Serve in a pre-chilled glass. Decorate with a slice of lemon and star anise.





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

**This recipe introduces the drink to the warmest flavors of the tropics**, combining the purity of the aguardiente with Caribbean fruits such as grapefruit, a fruit that is both sweet and slightly sour, that is dominated by the intensity of the distilled grape. This recipe, mixed with flavors that came from Polynesia and the West Indies, reveals that Pisco is more than a Peruvian distilled spirit; it is an aguardiente with a universal character.



### INGREDIENTS:

- 1 oz of Pisco Puro
- 2 oz of Aperol (Barbieri)
- 3 oz of grapefruit juice
- 4 mint leaves

### PREPARATION:

Rub the mint leaves around the rim of a highball glass. Add the remaining ingredients and stir with a bar spoon. Serve with a cocktail stirrer.

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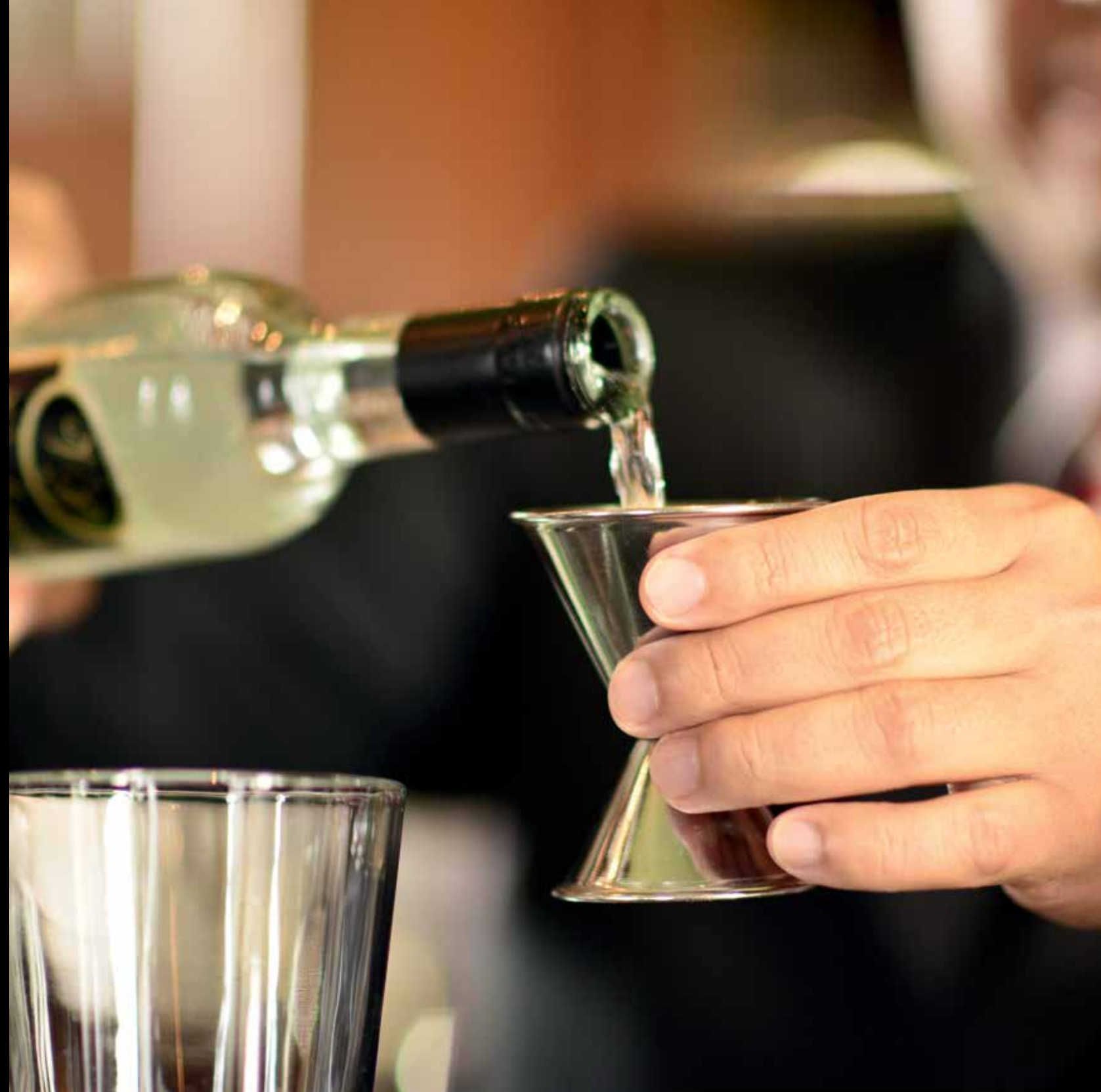
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