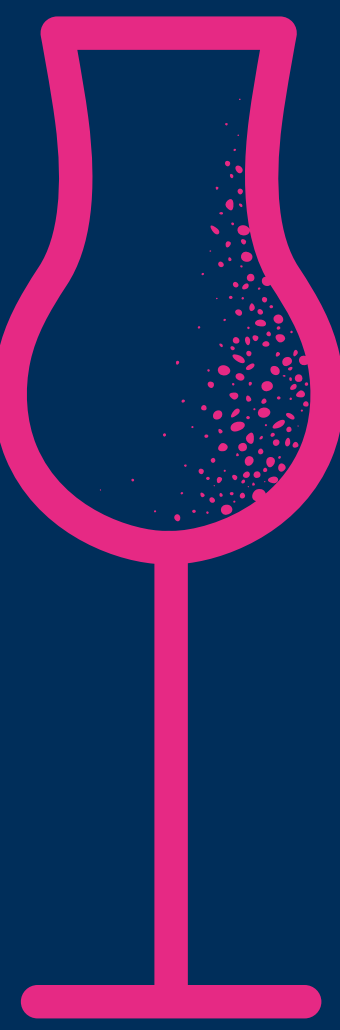




* PISCO SPIRIT OF PERU



Sun / Asterisk
It is a natural form that denotes essence. The symbol also alludes to transparency because its presence signals additional information. Pisco has many features to communicate and this brand will transmit each one.



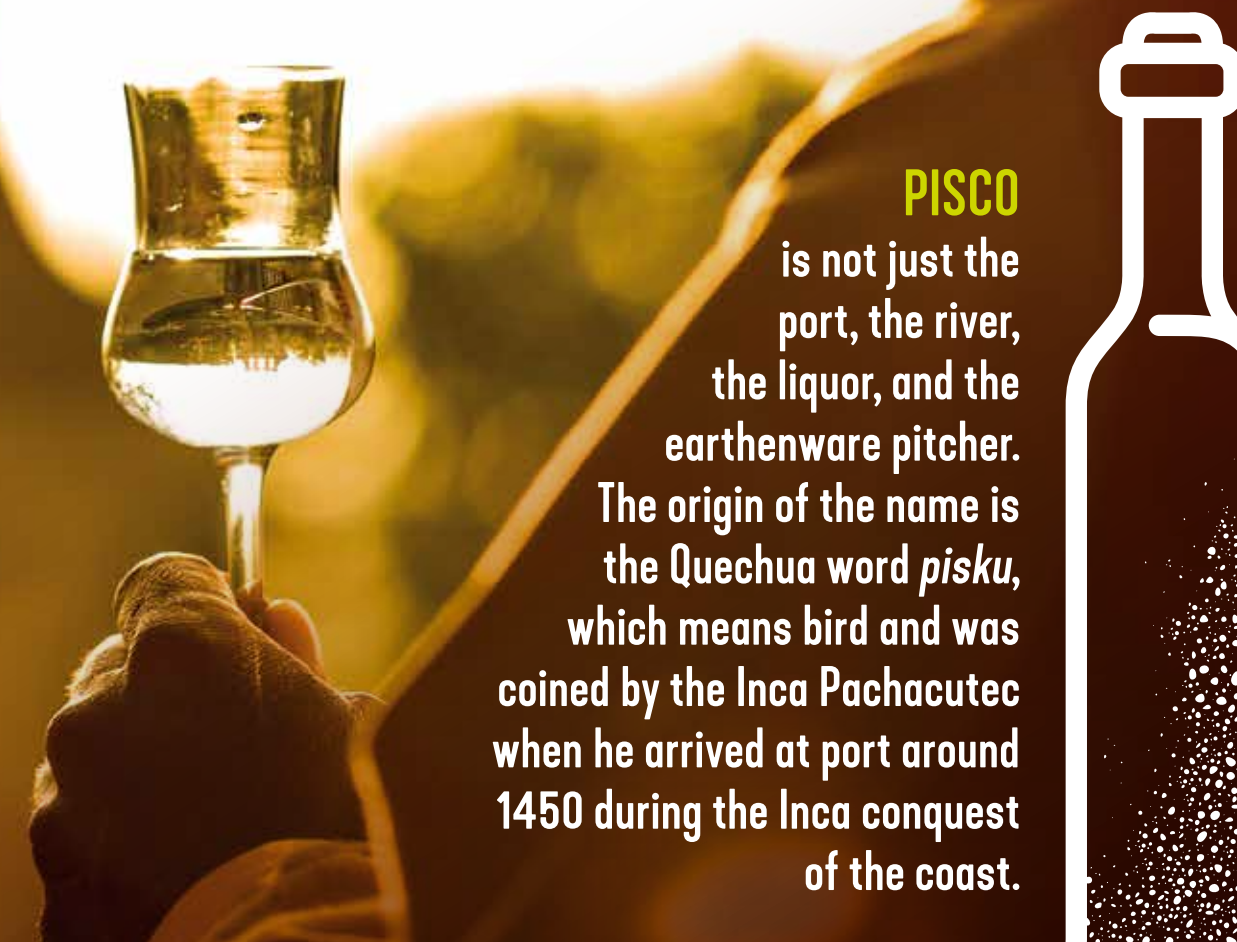
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THE ART OF PISCO

Translucent, bright and clear. Much like a diamond, Pisco must meet these standards of quality and beauty to hold its name. Its makers display a mastery of science and art that is visible by those who choose to savor the result.

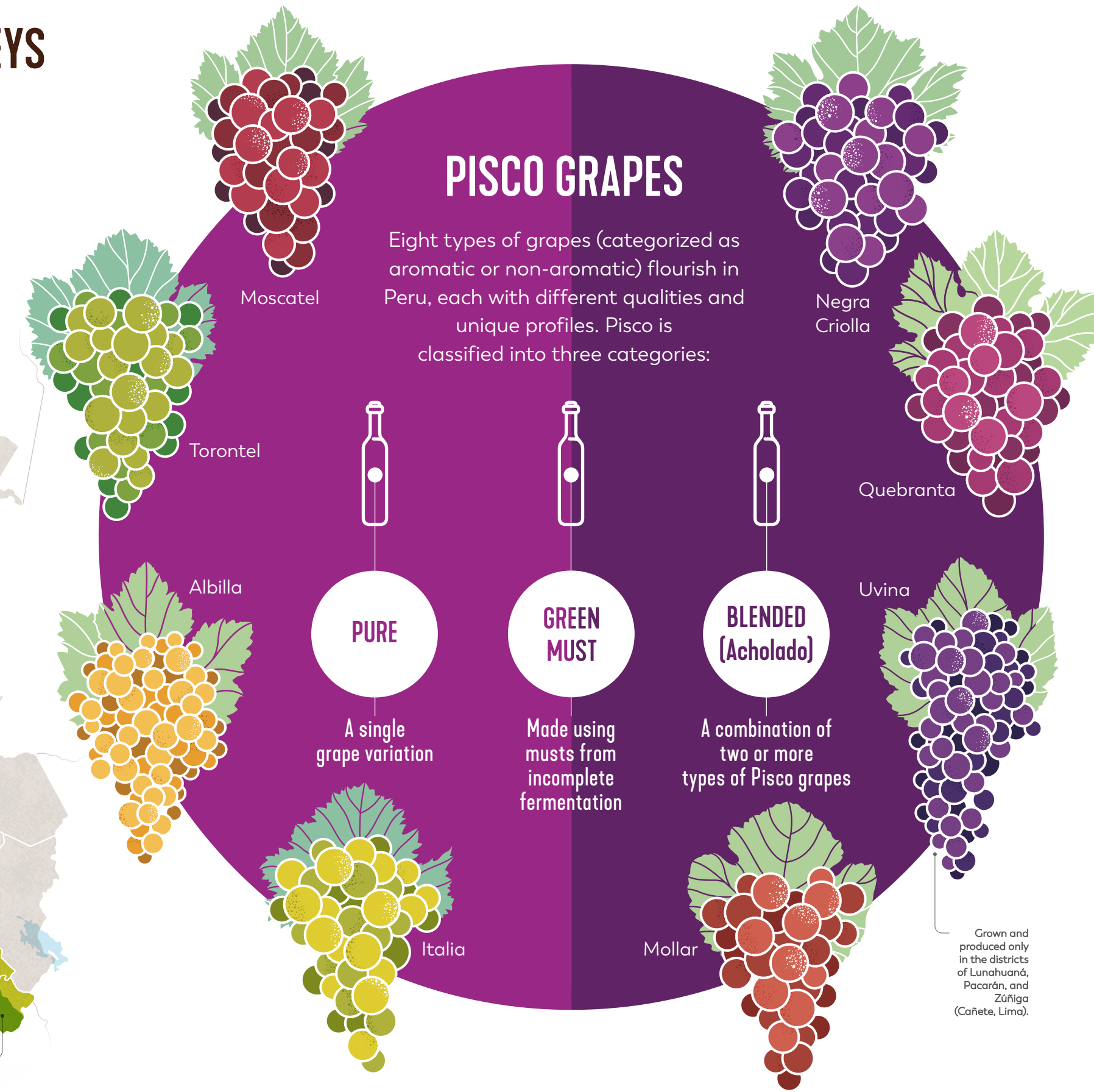
The first grape vines came to Peru from Europe and it was at this moment that South America's first liquor was made. The historian Pedro Cieza de León testifies to witnessing grape vines as far back as 1547 in Peru, while on his way to Lima from the north as part of the peacemaker Pedro de la Gasca's expedition. During the 16th and 17th centuries, Peru was the main wine producer in South America.



PISCO is not just the port, the river, the liquor, and the earthenware pitcher. The origin of the name is the Quechua word *pisku*, which means bird and was coined by the Inca Pachacutec when he arrived at port around 1450 during the Inca conquest of the coast.

FROM THE GENEROUS VALLEYS

Along the 1200 km coastal strip linking Lima, Ica, Arequipa and Moquegua as well as in the valleys of Sama, Locumba and Caplina in Tacna, Peru boasts ideal conditions for Pisco production.



WORLDWIDE RECOGNITION

Pisco has won numerous awards at international events such as Vinalies International (France), Les Citadelles du Vin (France), Selections Mondiales des Spiritueux (Canada), CINVE (Spain), and the International Wine & Spirits Competition (England).

Year	Total distinctions by countries										
	Argentina	Belgium	Canada	China	Chile	Spain	USA	France	Uk	Israel	
2018		4 4				8 4 2	1 2 2	4 1	2		
2017				5		12 2	2 7				
2016		7 6 1		1 1			3 3	1 1		2	
2015		9 7 1	8 2		9 7 1	2 3	4 6 1	1 3		1 3 1	
2014	2 2 1	5 6 3	4 6			2 1	4 3 1	4 6			
2013				1 2 1				1 3 6	1 4 1		
2012						2 2	1	3 1			
2011		4 6	1			1 1		7 5			
2010		3 4				2 1		2	1 1 2		
2009		11 4						3 6 3			
2008		9 2 1						6 2			
2007	1 1	7 7 1						6 1 2			

THIS IS PISCO AND THE WORLD KNOWS IT

In 2005 Peru registered Pisco as an **Appellation of Origin** with the World Intellectual Property Organization. On October 30th, 2013, the European Commission in Brussels allowed Peru to register Pisco as a geographic location.

For a Pisco brand to carry the **Appellation of Origin** it must comply with these requirements:

- Specific geographic characteristics.
- Specific customs and tradition.
- Freshly fermented.
- Direct and continuous distillation production.
- An alcohol by volume content of between 38% and 48%.
- Resting period: three-month minimum.

Pisco must have the following characteristics:



LOOK
Clear, transparent, and bright.



SMELL
Subtle fruity aromas and depending on the Pisco, can also contain floral and citrus notes.

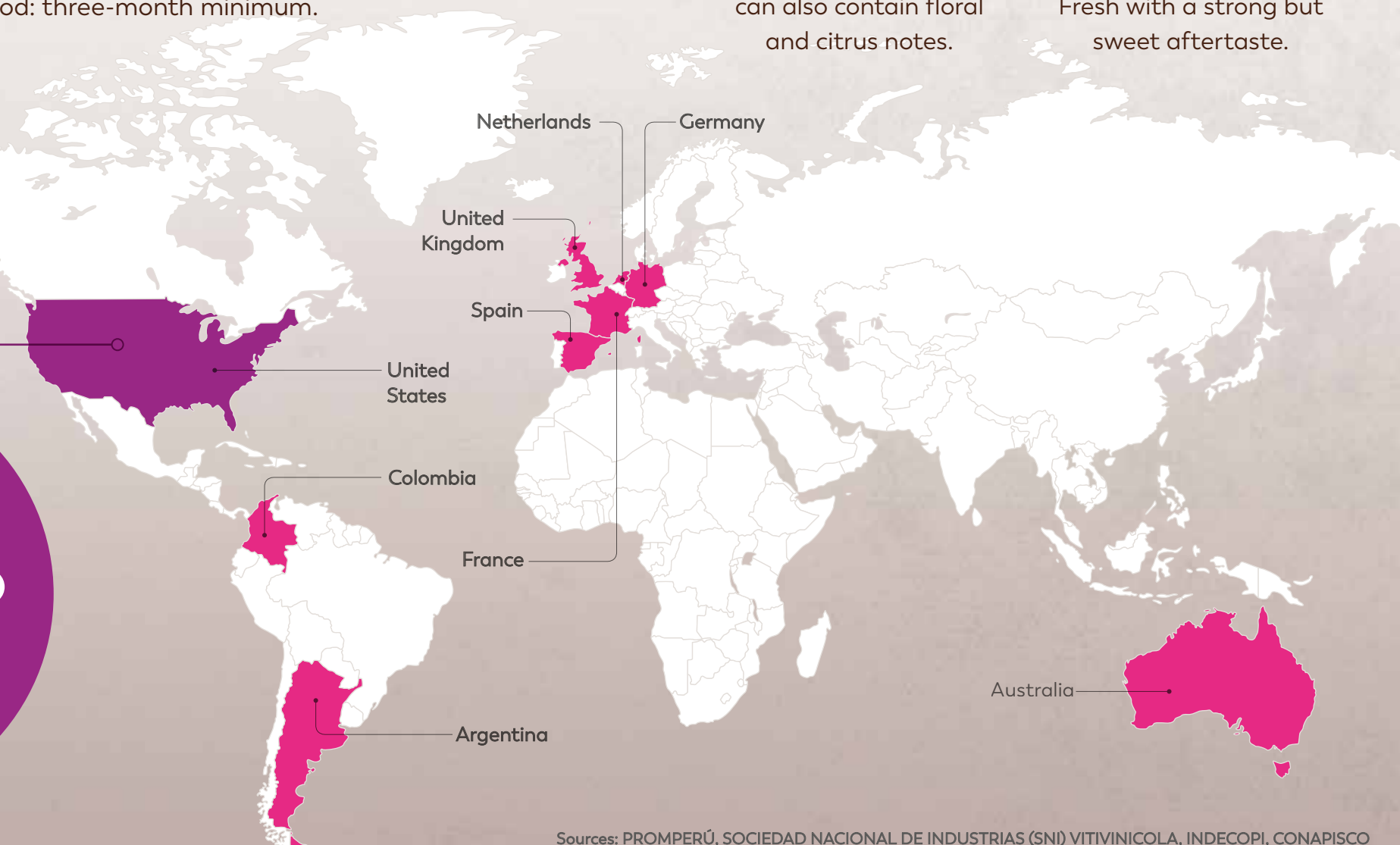


TASTE
Warm, structured and well-balanced. Fresh with a strong but sweet aftertaste.

A SHARED RITUAL

Nearly 40 brands of our Pisco are currently around the world.

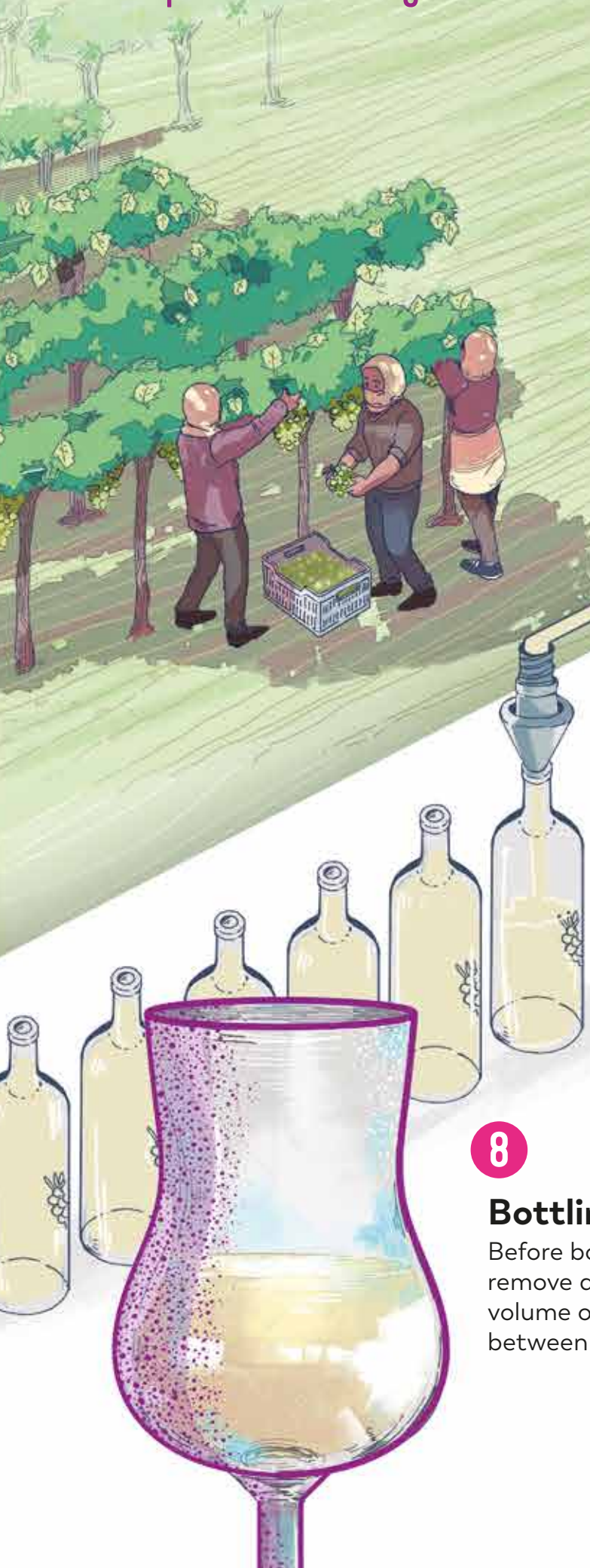
46,2%
of Pisco exports (2018)



Sources: PROMPERÚ, SOCIEDAD NACIONAL DE INDUSTRIAS (SNI) VITIVINICOLA, INDECOPI, CONAPISCO
Developed by: Km. Cero

DISTILLING PASSION

Pisco is considered a fine grape spirit. It requires between 13 and 15 lbs of grapes (or 33.9 oz) for every liter of spirit, but no other additives - only the freshly fermented must of Pisco grapes from the coast of Peru. The result: a spirit prepared with passion to delight the world's palate and warm its heart.



1 Grape harvesting

Seen as a celebration, it happens between February and April when the sugar content of each Pisco grape has reached the right level.

The harvested grapes being transported to the cellar



3 Maceration

The must is left to rest with the skin and seeds for a few hours, before the fermentation process to make sure to extract the aroma compounds typical of each type of Pisco grape.

4 Pressing

The solids are separated from the must, which is then transported to a container for fermentation.

5 Fermentation

The natural process through which yeast transforms must into alcohol and CO₂. The must is distilled immediately after fermentation.

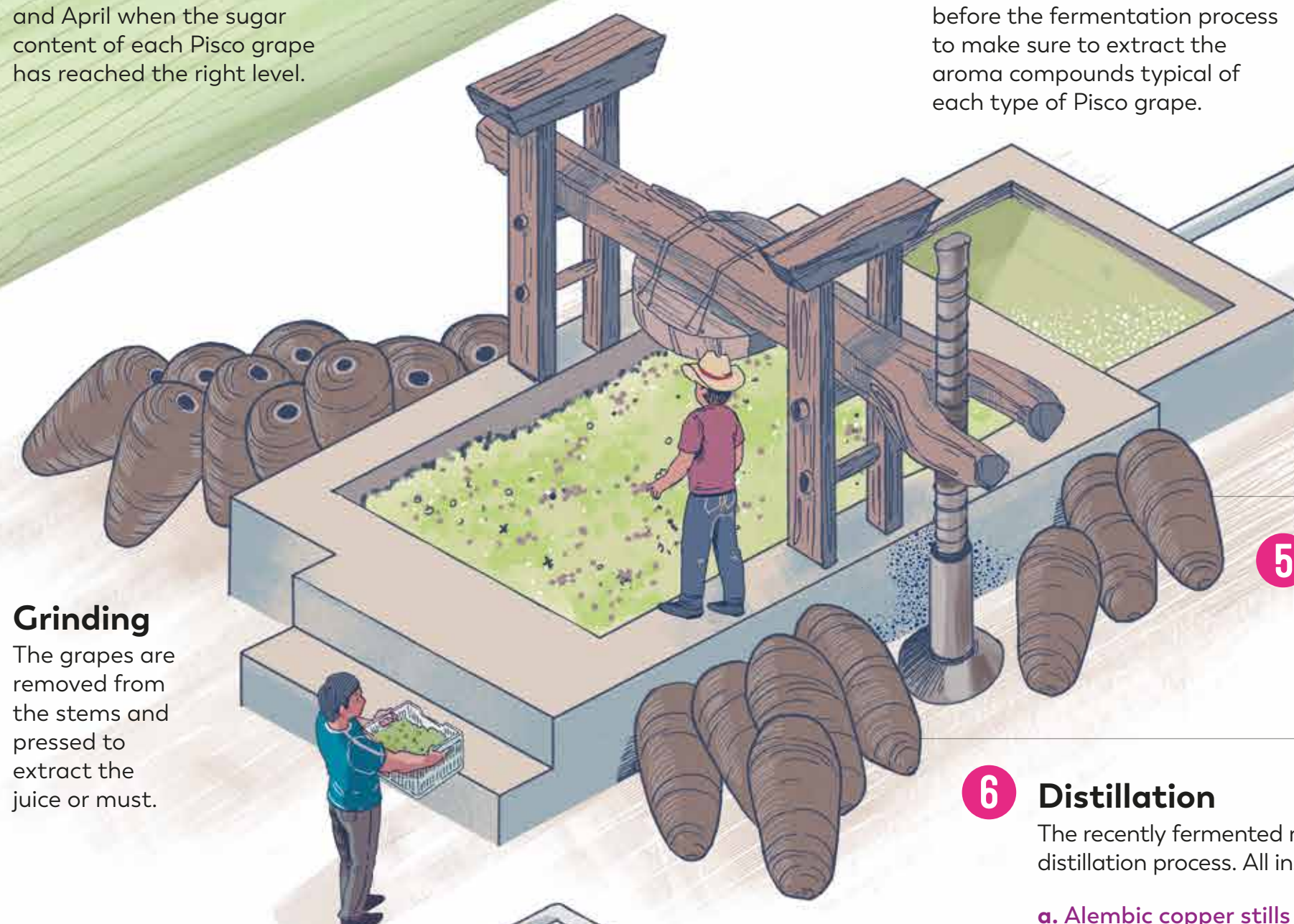
6 Distillation

The recently fermented must immediately enters the discontinuous distillation process. All instruments are copper:

- a. Alembic copper stills with heater
- b. Alembic copper stills
- c. Still

2 Grinding

The grapes are removed from the stems and pressed to extract the juice or must.



THE PISCO TRAIL

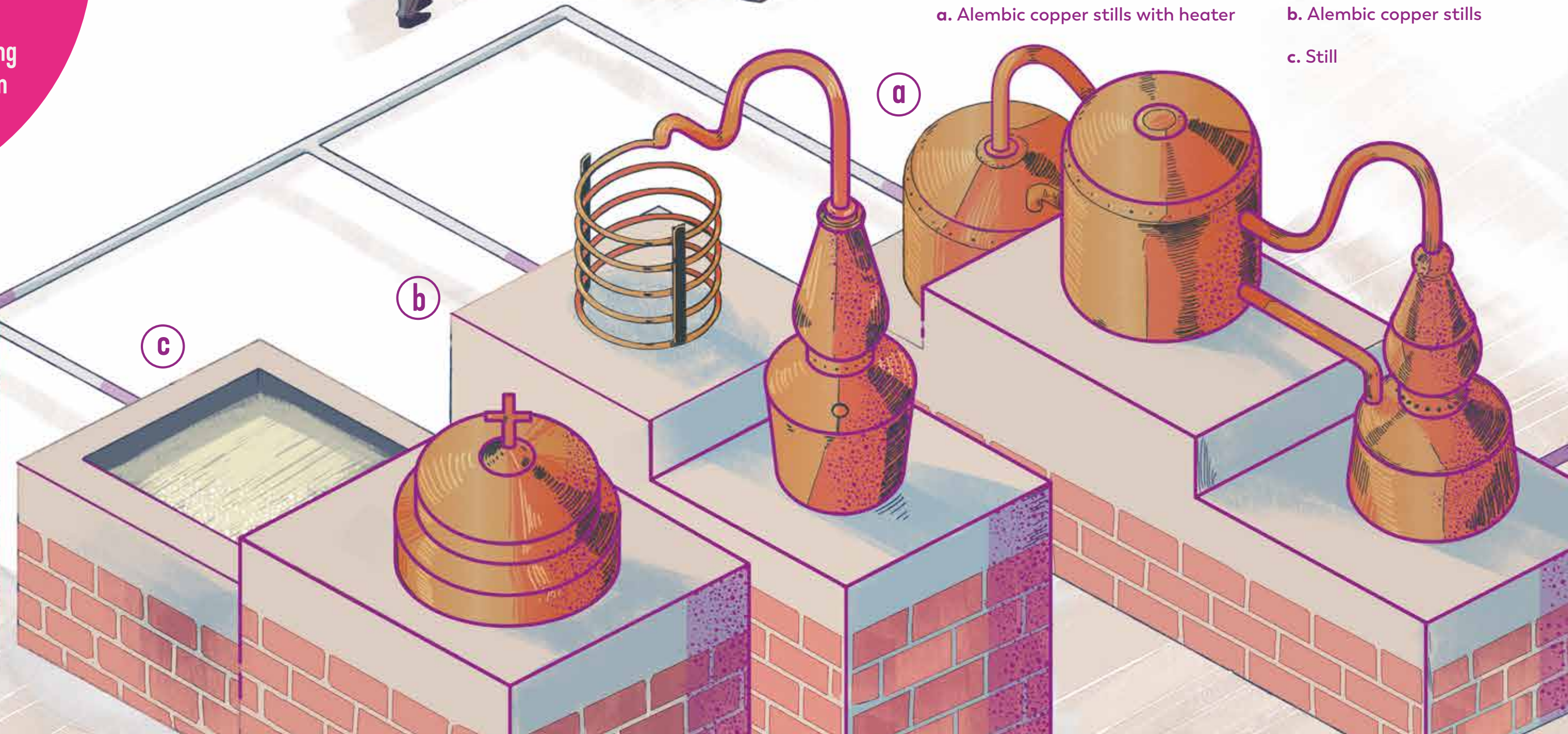
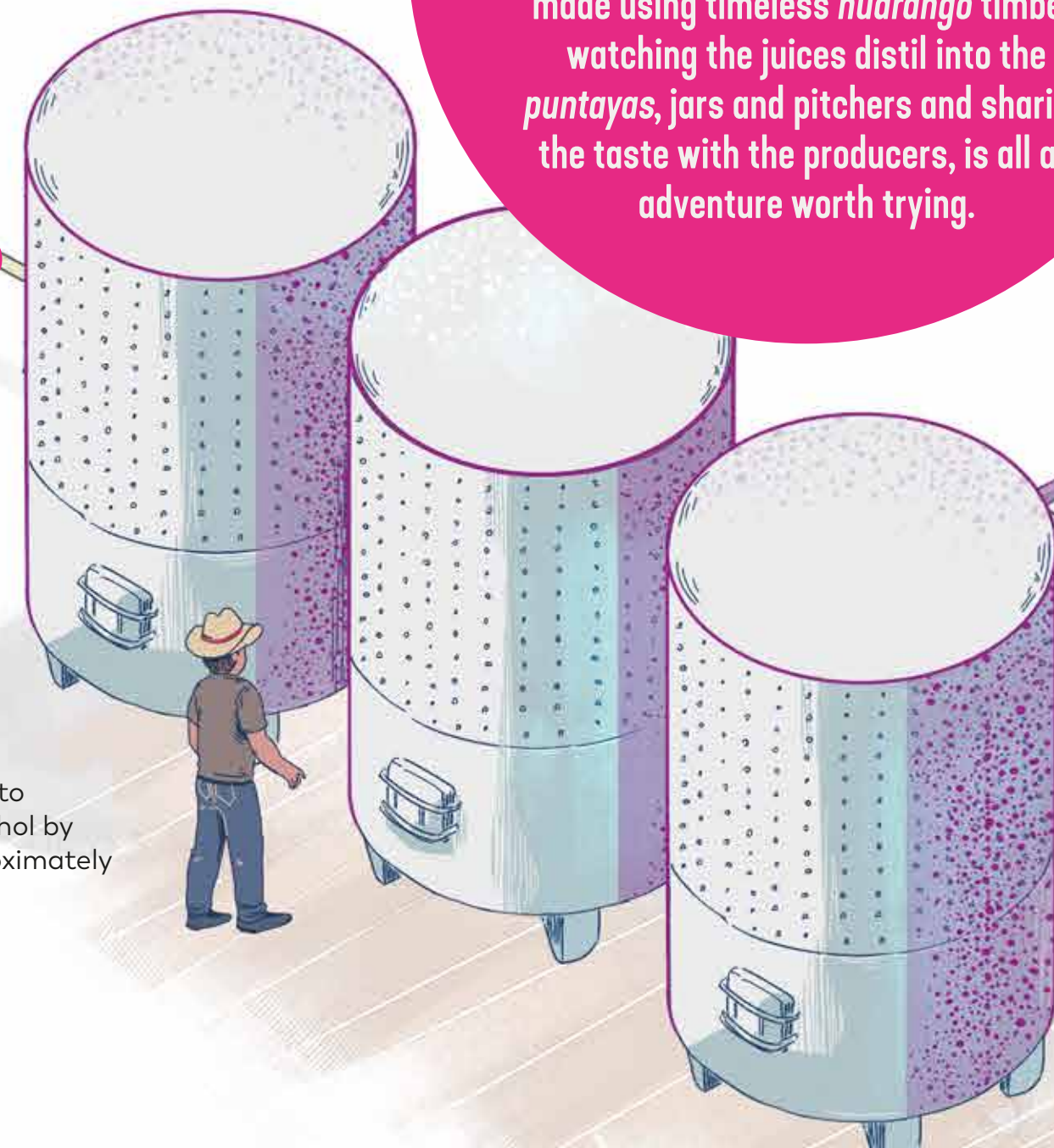
The visit to a Pisco distillery is a unique and fascinating experience. Walking between the vines, tasting the grapes, learning about the process, experiencing the big wheel presses made using timeless *huarango* timber, watching the juices distil into the *puntayas*, jars and pitchers and sharing the taste with the producers, is all an adventure worth trying.

7 Resting

Pisco must rest for at least three months in non-reactive containers before filtering or bottling.

8 Bottling

Before bottling, Pisco is filtered to remove any impurities. The alcohol by volume of bottled Pisco is approximately between 38% and 48%.



WHAT SETS PISCO APART?
 Natural factors: *terroir* (soil, climate, terrain)
 Raw material: Pisco grapes with their own characteristics
 Process of elaboration: exclusively by distillation of fresh musts of freshly fermented Pisco grapes
 History and tradition

SOPHISTICATED AND VERSATILE

Pisco offers infinite combinations of sensations, aromas and flavors. This is an industry always searching for new and sophisticated ways to captivate consumers. Each type of Pisco offers varied characteristics and aromas of fruity, floral, citrus and fresh herbal notes.



Pisco punch

Created at the end of the 19th century by Duncan Nicol of the Bank Exchange Saloon in San Francisco (USA).

It is a refreshing and aromatic cocktail that combines Pisco and pineapple.



Pisco mule

A variant of the well-known Moscow mule, it was created in California in the 1940s and was popular with Hollywood sets during said period.

This refreshing cocktail brings together the taste of Pisco, ice, lime juice, and ginger beer.



Chilcano

Its first reference appears in *Cómo era una jarana en el Cercado*, a chronicle about partying in Lima published in 1900.

It is a traditional cocktail made with Pisco, ginger ale, a slice of lemon, and then iced to taste.



Capitán

It originated in the 1920s in the region of Puno in the Andes. The drink is named after the Peruvian Army captains who drank it at local bars during their night watch.

A classic cocktail mix of Pisco and vermouth.



Blueberry Cocktail

A perfect combination of Pisco and fresh seasonal blueberries delivers a tasty and refreshing cocktail.

Mix Pisco, ice, lime juice, cane syrup, and cranberry juice, and then decorate with mint leaves.

