



* 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.

THE ART OF PISCO

Translucent, crystalline, bright, and clear. As if it were a diamond, a Pisco must meet these characteristics of quality and beauty if it is to deserve the name. Its makers must display their mastery of a science and an art that will be enjoyed by whoever chooses to savor the result..

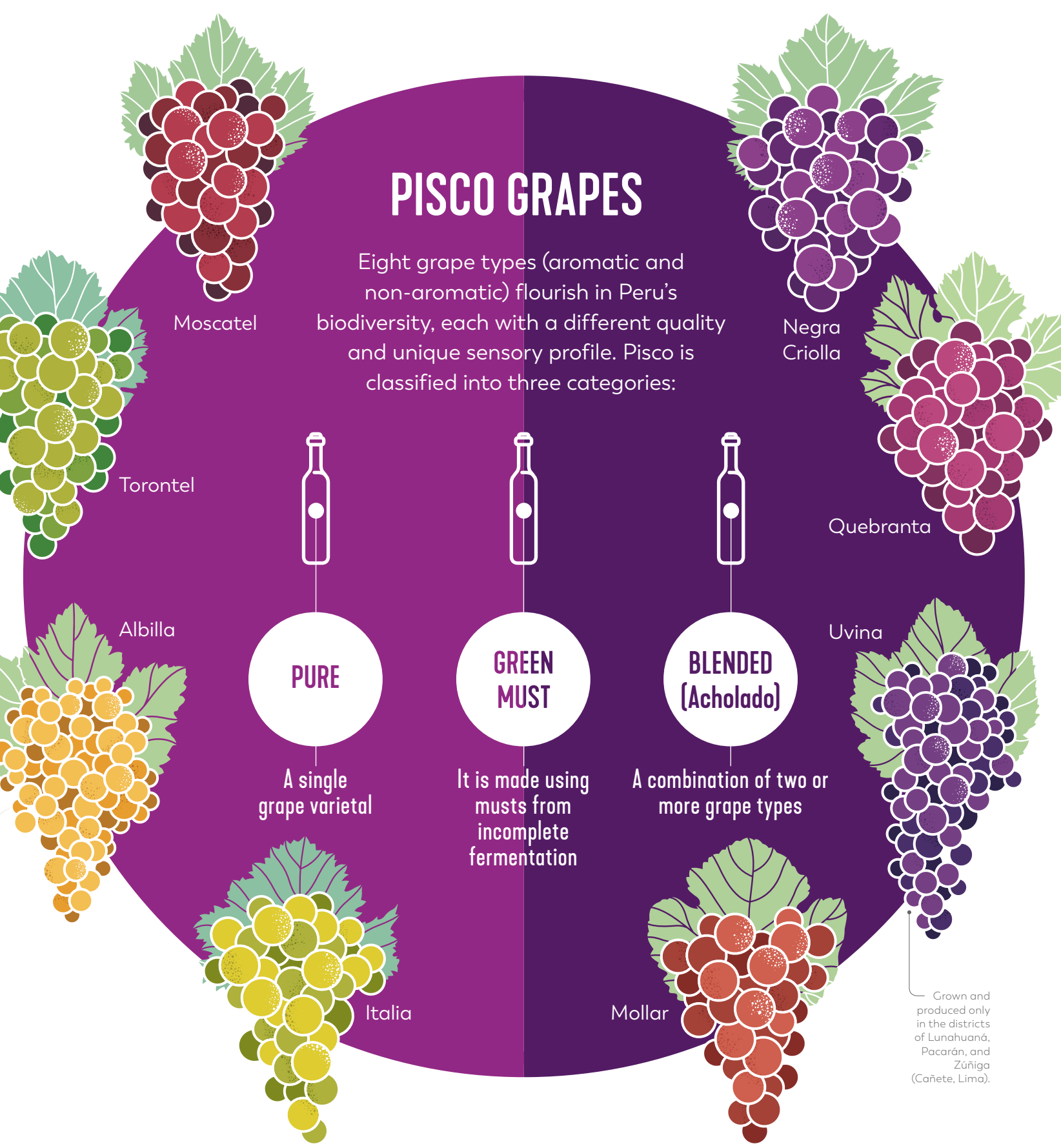
The first grapes came to Peru from Europe, and it was here, in Peruvian territory, that South America's first liquor was made. The discovery is documented in Arequipa of a vat dating from 1550 and used to make Pisco. During the 16th and 17th centuries Peru was the principal wine producer in South America.



PISCO is not just a port, a river, a brandy, and an earthenware pitcher; the origin of the name is the Quechua word pisku, meaning bird.

FROM THE GENEROUS VALLEYS

Along the 1200-kilometer coastal strip linking the departments of Lima, Ica, Arequipa, and Moquegua, and in the valleys of Sama, Locumba, and Caplina (Tacna department), Peru boasts ideal agro-ecological 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 de distinciones por países										
	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				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		2 1			7 5			
2010		3 4						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 RECOGNIZES IT

In 2005 Peru registered Pisco's **Designation of Origin** with the World Intellectual Property Organization. On October 30, 2013, the European Commission in Brussels granted Peru the registration of 'Pisco' as a homonymous geographical indication.

For a Pisco to carry **Denomination of Origin** it must comply with the associated requirements:

- Geographic and origin characteristics.
- Customs and tradition.
- Freshly fermented must.
- Direct and discontinuous distillation production.
- Central fraction (body or heart) and an alcohol by volume content of between 40 and 50%.
- Resting period: three-month minimum.

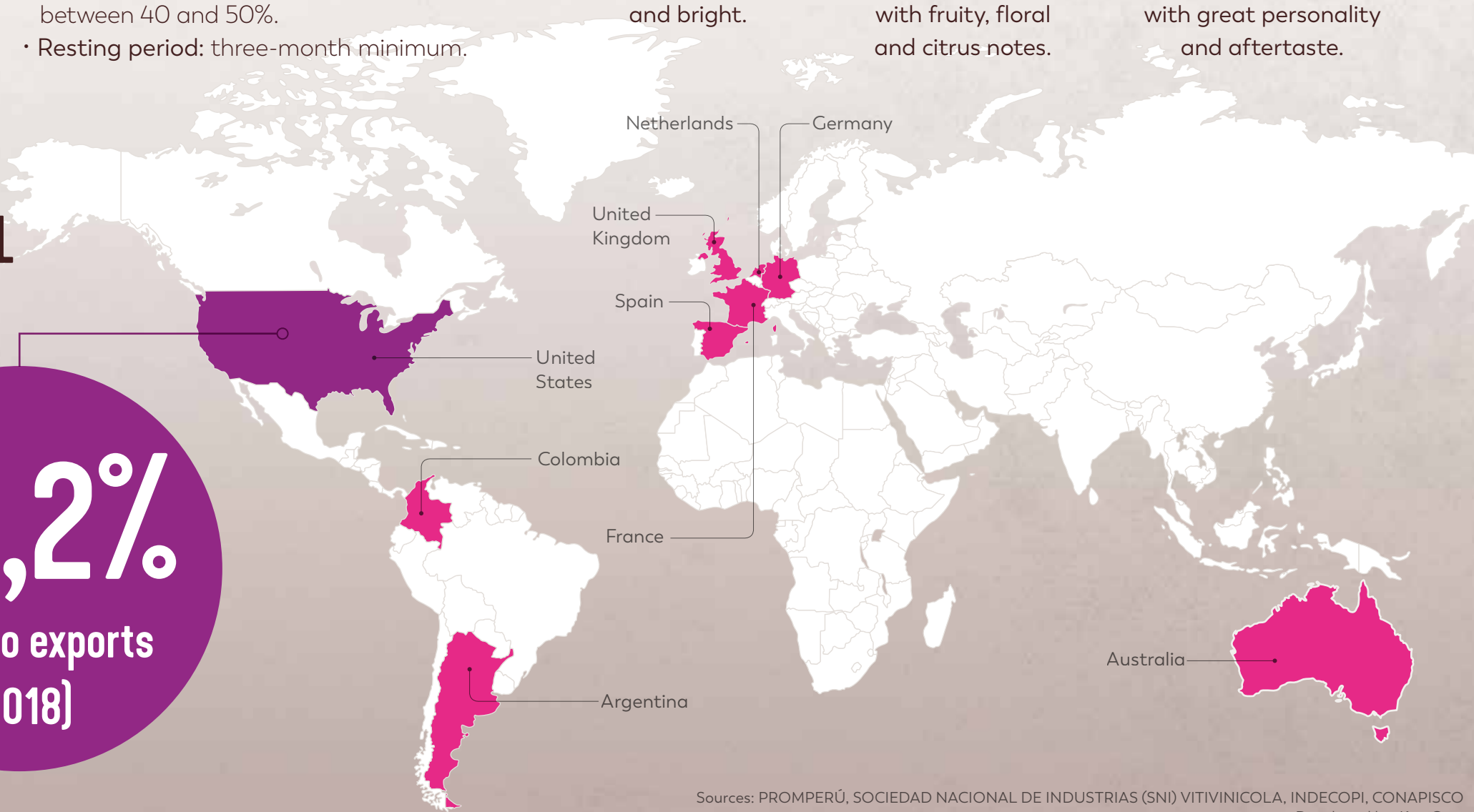
Pisco must have the following characteristics:



A SHARED RITUAL

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

46,2%
of Pisco exports
(2018)



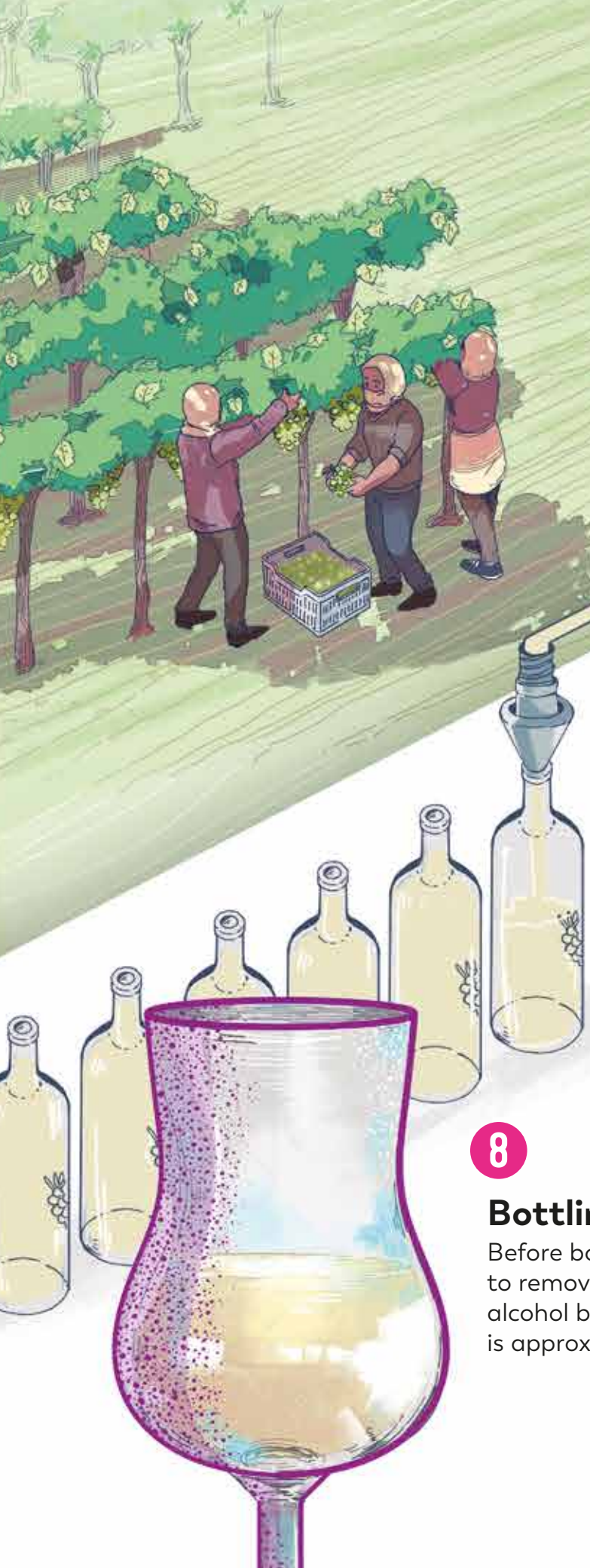
A publication by the Peru Export and Tourism Promotion Board - PROMPERU - PROMPERÚ.
Calle Uno Oeste N° 50, piso 14, urb. Córpac, San Isidro, Lima-Perú
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Sources: PROMPERÚ, SOCIEDAD NACIONAL DE INDUSTRIAS (SNI) VITIVINICOLA, INDECOPI, CONAPISCO
Developed by: Km. Cero

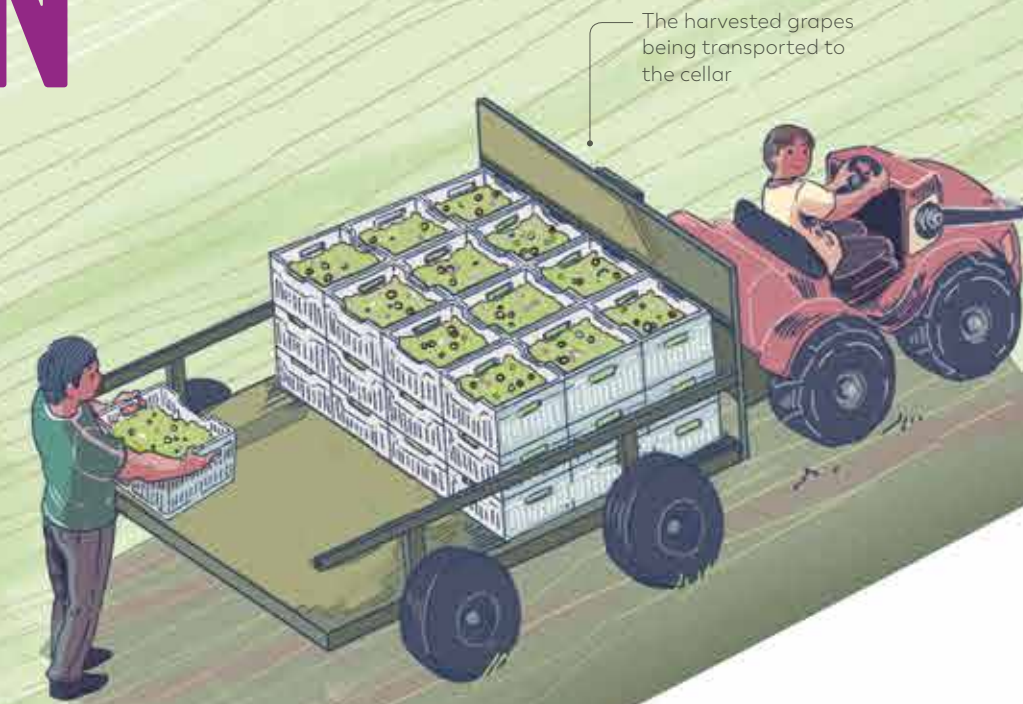
DISTILLING PASSION

Pisco is a fine grape brandy. It requires between six and seven kilograms of grapes 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

A true celebration in February, March and April when the sugar content of the pisco grapes 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 fermentation to extract the aroma compounds typical of each type of Pisco grape.

4 Pressing

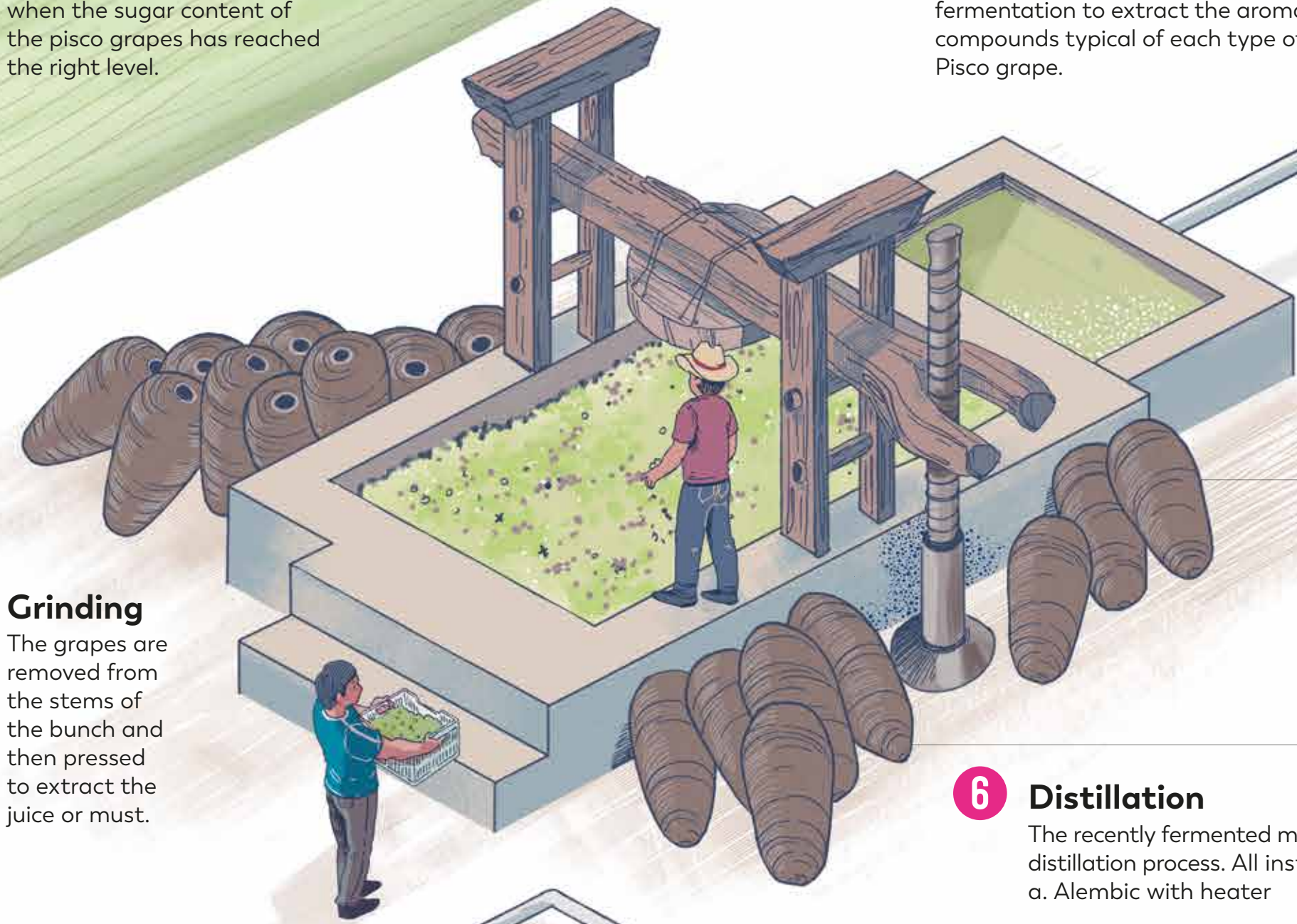
The solids are separated from the must, which is then transported to a container for fermentation.

5 Fermentation

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

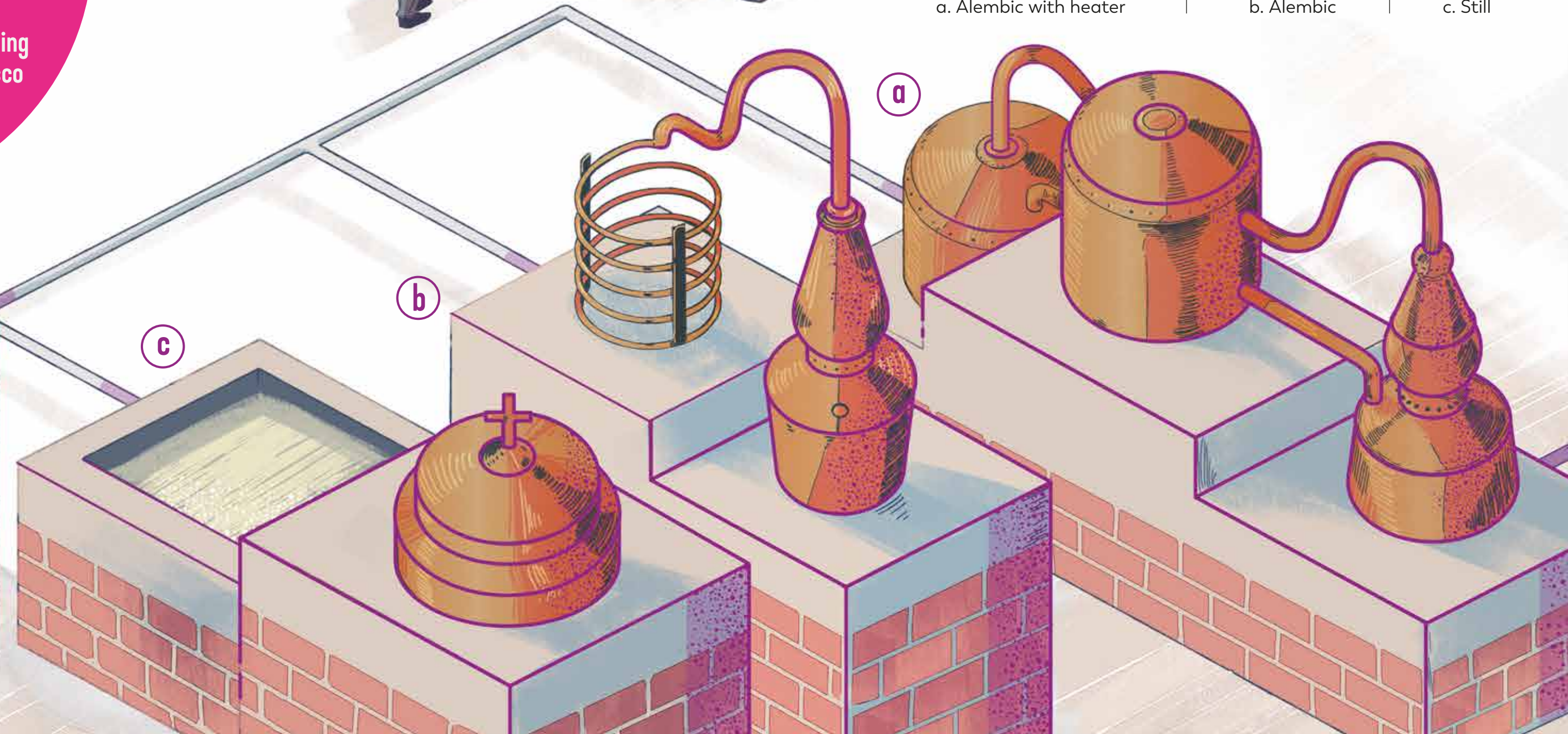
2 Grinding

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



6 Distillation

The recently fermented must immediately enters the discontinuous distillation process. All instruments are copper:
a. Alembic with heater | b. Alembic | c. Still



THE PISCO TRAIL
The visit to a Pisco winery is a unique and fascinating experience: getting in amongst the vines; tasting its grapes; learning about the process in the winepress; seeing the magnitude of the wheel presses made using the timeless *huarango* timber; watching the juices distil into the *puntayas*, jars and earthenware pitchers; and then finishing up by sharing with the producer a Pisco tasting. It is, without doubt, an adventure worth trying.

7 Resting

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

8 Bottling

Before bottling Pisco is also filtered to remove any impurities. The alcohol by volume of bottled Pisco is approximately 42%.



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 the Hollywood set during that 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.



Captain

It originated in the 1920s in the region of Puno in the Andes. The drink is named for 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 cranberries delivers a tasty and refreshing cocktail.

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



SOPHISTICATED AND VERSATILE

Pisco offers infinite combinations of sensations, aromas and flavors for mixology, an industry always searching for new and sophisticated ways to captivate the connoisseur. Each type of Pisco affords nuances with varied characteristics and aromatic, fruity, floral, citrus, or fresh herbal notes.



WHAT SETS PISCO APART?
Natural agro-ecological factors.
The raw material: Pisco grapes from differentiated home soils.
Know-how: Recently fermented and immediately distilled fresh must.
History and tradition.