

BEVERAGE INDUSTRY NEWS  
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Inc

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country's founding fathers met and created the fabric of the United States and the Congress actually declared that "these United Colonies are, and of right ought to be Free and Independent States" on July 2, 1775 and on the 4th voted to adopt the Declaration of Independence.

Full signals the anniversary of another revolution, **Mexican Independence Day, September 16th** which is observed by millions throughout Mexico and California communities where the people of Hispanic descent live. September 16th is a day of festive traditional customs, dances, folk dancing, Mariachi music, fireworks, and authentic Mexican cuisine with Tequila, the national spirit of Mexico that brings a distinctive flavor to the traditional festivities as well.

Historically, the revolution actually began in the evening of September 15, 1810 when Father Manuel Hidalgo, in the central Mexican village of Dolores, defiantly gave the signal that launched a successful revolution against the oppressive Spanish colonial government with his stirring call to arms, "El Grito: Viva Mexico! Viva Independencia!" — "Long live Mexico! Long Live Independence!" The dramatic call to arms that was chanted in the uprising by the countrymen who fought bravely, waging intensive and bitter battles for reform and social revolution—battles that still echo in California communities.

Cultural borders are disappearing. Hispanics tend to be a little more relaxed and enjoy music, getting together and dancing but today a new culture is emerging and is being reflected in grassroots special events that cross cultural barriers and becomes a common thread between people of all cultures.

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CARRY CALIPENZI

With the Tequila super premium business moving into the mainstream, Toddhunter Imports, Ltd. are introducing what may be the world's most expensive tequila, **Barrique de Ponciano Porfidio**.

The name, Barrique de Ponciano Porfidio, signifies the way it is made. By law *añejos* are aged at least one year, but "Barrique" *añejos* are aged several years, until peak maturity, in small, 100-liter French Limousin oak barrels, the same used for aging fine wine. The longer aging enhances Barrique's dark amber-gold color and intense, cognac-like intensity of flavor and aroma. Distinctive and complex, the finish is full-bodied and lingering. Like a great cognac and other Porfidio *Añejo* Tequilas, "Barrique" deserves to be served in a snifter.

The packaging imagery echoes the elegance of the bottle. A tall, thin, clear glass bottle with a clear, fine standing hollow caecus inside is deceptively strong. Dramatic blue lettering and a stylized sun painted on the glass makes up the label, while a cork stopper provides the closing. The tissue-wrapped

bottle is presented in a stunning box. "The artisan value of the bottle, coupled with the quality of the aged Porfidio Barrique more than justifies the \$500 price," says Tom Valdes, President of Toddhunter Imports, Ltd. "The packaging confirms what's in the bottle—a unique, sipping experience for the tequila or cognac connoisseur."

Martin Graul, owner of Destileria Porfidio in Mexico, which creates limited bottlings of some of the most sought after tequilas, wants consumers to understand some of the finer points of tequila service. "An aged tequila should stand on its own," says Graul. "Serve it all by itself, with a little bit of ritual as you would serve a single malt or very old Cognac. And a cocktail made with an *añejo* tequila may be as smooth as velvet, but you will not have the pleasure of contemplating the complex taste of the agave heightened by aging and the subtle flavor notes added by wood-aging will be completely masked by a mixer."

A subsidiary of Toddhunter International, Inc. Toddhunter Imports, Ltd., based in West Palm Beach, Florida, imports and markets all Porfidio Tequilas including Porfidio Silver (\$29.95), Plata (\$39.95), *Añejo* (\$39.95), and the single-barrel *Añejo* "Cactus" (\$79.95).

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◆ BY JEAN BURGGREN

# Porfidio

The Ultimate Tequila Rivals the Finest Cognacs

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# Porfidio

## The Ultimate Tequila Rivals the Finest Cognacs

With the Tequila super premium business moving into the mainstream, Todhunter Importers, Ltd. are introducing what may be the world's most expensive tequila, **Barrique de Ponciano Porfidio Añejo 100% Blue Agave** in time for the 1997 selling season. Porfidio "Barrique" will retail for a whopping **\$500** for the one-liter bottle, only 500 of which will be allocated to the United States this year.

The name, Barrique de Ponciano Porfidio, signifies the way it is made. By law añejos are aged at least one year, but "Barrique" añejos are aged several years, until peak maturity, in small, 100-liter French Limousin oak barrels, the same used for aging fine wine. The longer aging enhances "Barrique's" dark amber-gold color and intense, cognac-like intensity of flavor and aroma. Distinctive and complex, the finish is full-bodied and lingering. Like a great cognac and other Porfidio Añejo Tequilas, "Barrique" deserves to be served in a snifter.

The packaging imagery echoes the elegance of the bottle. A tall, thin, clear glass bottle with a clear, free standing hollow cactus inside is deceptively strong. Dramatic blue lettering and a stylized sun painted on the glass makes up the label, while a cork stopper provides the closing. The tissue-wrapped

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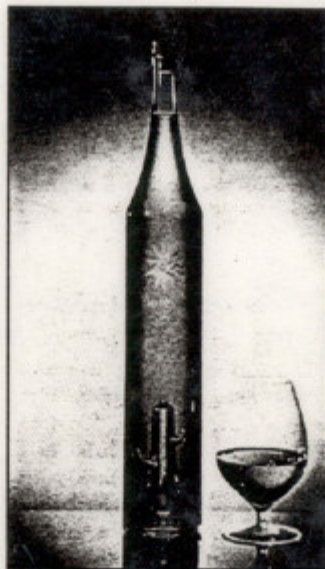
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