

Destileria Porfidio puts new rum in travel retail spotlight

[AlcoholReviews.com New Stuff Board: RUM SEARCH FORUM: Destileria Porfidio puts new rum in travel retail spotlight](#)



By [Kate Appleton](#) on Thursday, September 11, 2003 - 05:51 am:

DESTILERIA PORFIDIO PUTS SINGLE CANE RUM IN EXHIBITION SPOTLIGHT

Buyers seeking an attractive and high quality alternative to ordinary rums available in travel retail will be delighted to find Destileria Porfidio's new premium single cane rum in the spotlight at the TFWA World Exhibition this year.

Presented in a tall, clear, hand-blown bottle, at the base of which is a distinctive glass palm tree, this eye-catching product is a natural for the discerning travel retail market.

Porfidio Triple-Distilled Single Cane Rum was launched earlier this year in the Americas and is rapidly establishing a reputation among connoisseurs of top quality aged rum worldwide.

Distilled from only the finest sugar cane juice using traditional production methods, Porfidio Single Cane Rum is undiluted and 100% pure. Aged to perfection in ceramic flagons for five years, the result is a product of superb quality with a refined and delicate fresh cane flavour. Ordinary rums, on the other hand, are made from molasses, a cheap by-product of sugar production.

Porfidio Single Cane Rum, and a range of Anejo Single Barrel agave tequila miniatures, can be sampled and enjoyed throughout the TFWA World Exhibition (24-27 October) on stand D3 in Blue Village at the Palais des Festivals, Cannes, France.

Ponciano Porfido, Destileria Porfidio CEO: "Few if any white rums on the market can rival our product for sheer quality and appeal. We are totally committed to quality at every stage from the sugar cane we pick to the labelling of the bottle. Porfidio Single Cane Rum is perfect as a gift or simply self-indulgence. See it, try it, judge for yourself – and prepare to be impressed!"

For full details of Destileria Porfidio Single Cane Rum please consult the website www.ronporfidio.com

Add a Message

Username:

Password:

E-mail:

This is a public posting area. If you do not have an account, enter your full name into the "Username" box and leave the "Password" box empty. Your e-mail address is optional.