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## SPIRITS AND WINES

### LIQUOR & WINES: Destileria Porfidio goes back to its roots for launch

14 May 2003; Source: *The Moodie Report*

By Trevor Lloyd-Jones



MEXICO. Destileria Porfidio, known for its fine agave tequilas, has launched quality single cane rum onto the international and travel retail markets.

The new Porfidio Triple Distilled Plata Rum caused a stir last month at the Spirits Wholesalers of America convention in Florida where it made its debut appearance.

Based in Puerto Vallarta, Mexico, the Destileria Porfidio has established a reputation for producing agave tequilas of the highest quality, most notably the Aged Single Barrel Tequila, which is distilled from pure undiluted blue agave juice. Unlike its predecessors, Porfidio Rum uses traditional production processes, to create a product of high quality.

Premium single cane rum is made from freshly pressed sugar cane juice and 100% pure. By contrast, most rums available on the high street are not made from the direct sugars from the cane but from molasses, the cheap by-product of sugar refining. Those few that are made from sugar cane juice are diluted with water after fermentation, thereby increasing the quantity but decreasing the flavour.

The distinctive flavour of Porfidio Rum is enhanced by the use of a traditional hand-operated alambique for distillation, of the sort used in Europe for fine brandy. The process takes four times longer than industrial column distillation but produces a product of fine quality. No other rum in the world is produced by the same method. The result is a very refined rum and delicate fresh cane flavour.

Destileria Porfidio export director Carlos Camacho commented: "Our philosophy is that a product cannot be made from inferior ingredients. The key to our entire production process, from harvest right through to bottling, is quality. We will accept no compromise - it is that simple. As a result, we consider Porfidio Rum to be the best white rum available on earth."

Porfidio Rum is presented in hand-blown bottles with a distinctive motif reminiscent of the agave tequila cactus; available now in travel retail markets in the Americas, retail price a

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