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SPIRITS AND WINES

SPIRITS & WINES: Destileria Porfidio adds limited edition rum

4 February 2004; Source: ©The Moodie Report

By Trevor Lloyd-Jones



MEXICO. Destileria Porfidio, already known for its high quality agave tequila spirits, is ac line-up in time for the Orlando show.

Encouraged by the success of its first premium rum, Porfidio Triple-Distilled Single Cane was launched last year, the company has decided to release a limited number of bottles and distillation-strength rums.

The trio will be unveiled for the first time anywhere in the world at the IAADFS Duty Free Americas in Orlando on 22 March:

- Porfidio Barrique Anejo Rum – 100% pure cane rum, distilled to 40% ABV and aged in Limousin oak barrels which imbue the spirit with a light woody overtone.
- Porfidio Single Barrel Anejo Rum – aged in American white oak barrels, which enhance distinctive pure cane flavour and burnish the rum with a golden glow (40% ABV).
- Porfidio Single Cane Distillation-Strength Plata Rum - at 70% ABV this 'overproof' singl has a smooth taste that packs a punch.

These additions to the Porfidio range will be presented in handcrafted bottles with the tra coloured glass palm tree at the base, numbered and labelled by hand, making these coll for the liquor connoisseur.

"We are rewriting the book on super-quality rum, spirits that will really light your fire," said Porfidio CEO Ponciano Porfidio.

"We are talking about a thoroughbred among rums derived from the purest ingredients a effective processes. Most rum is made from molasses, a waste product from sugar prodi whereas Porfidio Single Cane Rum is made from freshly pressed cane juice from fresh u sugar cane.

"Even on the French islands of the West Indies, where they do use sugar cane juice not their rum, they distil it in industrial columns which don't separate out the low quality 'heac the spirit. Porfidio uses a hand-operated alambique for distillation so that we can isolate the top quality spirit in the middle.

"To achieve excellence takes time and dedication," said Porfidio.

With limited supply, these rums will command prices the company says are in line with th the Porfidio Barrique Anejo will retail at US\$150 for a 75cl bottle and the Porfidio Single l is priced at US100.

For travel enquiries telephone +50 7 269 0312 or email Ponciano Porfidio at: ponciano.porfidio@tequilaporfidio.com or visit Destileria Porfidio during Orlando.

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