

## Porfidio does it with Pasion

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**Mexican liquor supplier Destileria Porfidio will unveil its first flavoured rum at this month's TFWA World Exhibition in Cannes.**

Mexican liquor supplier Destileria Porfidio will unveil its first flavoured rum at this month's TFWA World Exhibition in Cannes.

Porfidio Plata Single Cane Rum Pasion has been infused with passion fruit during distillation. It was developed after the company learned that drinkers in clubs and bars were mixing its Porfidio rums rather than drinking them neat.

The firm is also launching Porfidio Cane Sugar Syrup, which is being marketed as a cocktail ingredient. The back of each bottle carries a recipe for a Porfidio rum mojito cocktail. The syrup is being tested at a number of European and US duty-free locations, where it has been offered as a gwp for travellers purchasing a bottle of Porfidio Añejo rum.

Porfidio founder Martin Grassl said the company's duty-free business was "growing strongly". "Latin America is one of our major markets," he told DFNI. "The economic and political situation throughout the region, excluding Venezuela, has been stable this year.

"We are naturally geared towards the upper segment of the Latin market, which has shown great resilience to downturns over recent decades, and whose spending power during economic downturns has actually increased in some cases."

Other Porfidio products to be exhibited at Cannes include Porfidio Plata Single Cane Rum, Porfidio Añejo Single Barrel Rum, Porfidio Plata 100% Agave, and Porfidio Añejo 100% Agave miniatures.

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