



WESTSIDE LIQUOR LIQUOR NEWSLETTER



Westside Liquor Newsletter

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Pisco

Pisco is a flavorful spirit that has a lot of different dimensions and character to it. It can be drank neat or mixed in many different cocktails. It is more flavorful than vodka but more tame than tequila would be. It has many different aromas and many different mixing opportunities. Many people have not tried Pisco because they are not sure what it is but a popular option that some people do with it is substitute Pisco in margaritas because they don't like the taste of tequila. It really has endless opportunities.

Pisco is a colorless colored grape brandy that is produced in winemaking regions of Chile and Peru. It was developed by Spanish settlers in the 16th century as an alternative to orujo, a pomace brandy that was being imported from Spain. It is supposedly named after the town of Pisco, located on the coast of Peru.

The history goes way back with Pisco. Pisco has been produced in Chilean cities of Santiago and La Serena since 1552. Both Peru and Chile think that they deserve the title of the creators of Pisco. It has been an ongoing struggle between them for hundreds of years. The drink gained many fans quite fast. The first people who really had an appreciation for Pisco would have been the sailors who worked on the ships who were involved in trading between South America and Spain. In the 17th century production and consumption of wine and Pisco was stimulated by the mining activities in Potosi by then the largest city in the New World. Unfortunately that didn't last long, in 1687 there was a massive earthquake that hit the southern coast of Peru which destroyed two major cities and forced the wine growing industry to collapse for the time being. Finally almost 80 yrs later in 1764 the production of wine and Pisco was back on track. 90% of the grape beverages prepared in Peru was Pisco. There were two main causes that would halt Pisco production once again. First there was the

Spanish crown allowed the production of rum which was cheaper and of lower quality than Pisco. Second in the 19th century there was many land changeovers from growing grapes to using the land for cotton fields. This was particularly true during the Civil War. The cost of cotton skyrocketed due to the blockade of the South and the cotton fields.

One of the newest Piscos that we have been caring is called Pisco Porton. What I like about this particular brand is how it is so pure. At the distillery they don't add any extra flavoring or anything to it. It is distilled to the perfect alcohol content; they don't dilute or add any sort of alcohol to it. They have one chance to get it perfect. Each bottle of Pisco Porton actually has approximately 15 pounds of grapes that go into each one of their bottles. They also do age it a little bit to let the flavors and aromas build up a little but they will not let it sit in anything that will alter the pure taste of the Pisco. This particular Pisco is very smooth liquor and has a sweet and fruity taste to it.

Pisco no doubt has had a pretty rough ride along the way. It's liquor that keeps bouncing back no matter what has happened in the past. I think it's because of its versatile nature. There are so many different things you can do with it and there are so many loyal followers when it comes to Pisco. It has such a history and such a story behind it. I think it is really worth a try; you can even experiment with it a little and find something that is amazing.

Strawberry Peruvian Margarita

2 oz Pisco Porton

1 ½ oz fresh crushed strawberries

1/2 oz fresh lime juice

1 oz simple syrup

*** Combine the ingredients in a shaker with ice and shake. Strain contents into a chilled margarita glass. Garnish with strawberries.

Porton Sparkler

1 ½ oz Pisco Porton

1 ½ oz St. Germain

3 ½ oz champagne

2 oz ruby red grapefruit juice

top with club soda

*** Shake Pisco, St Germain and grapefruit juice in shaker over ice. Strain into champagne flute. Top with champagne and a splash of soda.

Sweet Sofi

2 oz Pisco

1/2 oz cointreau

1/2 oz tangerine juice

1/2 oz pineapple juice

Pineapple wedge and cherry as garnish

*** Mix all ingredients in a shaker filled with ice. Strain into a martini glass and garnish with a cherry and a wedge of pineapple.

Cotton Candy

1 part x rated liqueur

1 part vanilla liqueur

Splash of Pisco

***Combine all ingredients in shaker filled with ice. Strain into glass.