



PRODUCT CATALOGUE  
AUGUST 2016

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# The Pisco People

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The Pisco People is a boutique distributor, wholesaler and online retailer of the finest piscos from Peru. After extensive research (and many, many tastings) we arrived at the conclusion that the very best piscos are created from the process that adheres to the 400 year old Peruvian style of artisanal production. To build our product portfolio we spent many months in Peru sourcing the best pisco products available and building relationships with producers who have been recognised nationally and internationally for the quality of their pisco.

All of our pisco producers are 'grape to glass', which means the producer controls every stage of the process from growing and pressing the grapes to fermenting, distilling, resting and the final bottling. Each pisco is distilled to proof between 38% and 48% ABV in traditional copper alambique stills, with the final product left unaged or unaltered, which means that nothing – not even water – is added at any stage of the production process.

This crystal-clear grape eau de vie is distilled from eight designated pisco grape varieties producing a white spirit that has a smooth and velvety texture with rich aromas and flavours of fruit and flowers unlike any other spirit you will have tasted.

At The Pisco People, we love pisco and hope you will too!

# About Pisco

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*Pisco, the National spirit of Peru, is rich in history and tradition.*

Each pisco expresses an incredible diversity of flavour based on the variety of grapes used, as well as the unique terroir and style of each bodega (the traditional Spanish name for a pisco distillery). As versatile as any spirit on earth, pisco can be used to create unique and flavourful mixed drinks and cocktails, and the best piscos can also be enjoyed neat or on the rocks.

## *What is pisco?*

Pisco is a flavourful grape-based spirit from Peru.

Made from 100% grapes, pisco is one of many grape eau de vies produced around the world. While it is technically classified as a brandy, Peruvian pisco differs from all other brandies because it is not aged in oak barrels, meaning all the flavour comes from the grapes themselves instead of the wood. Pisco is also closely related to grappa, but differs because it is made from first pressing of fresh grape juice (must) rather than the leftovers of wine production.

## *What does the word 'pisco' mean?*

The name 'pisco' comes from the Peruvian port city of the same name. Established more than 500 years ago, the port of Pisco was an important centre for the export of Peruvian wine and grape-based spirits, however, the origin of the word itself comes from the native Quechua word '*pisqu*', which means 'little bird'. A Nazca tribe renowned for their pottery skills took the name '*pisqu*', for their tribe (the bird tribe). The same name was later given to the valley where the potters' lived, the river that ran through the valley, and eventually the Port town located at the mouth of the river. Over time, pronunciation of the Quechua word was changed to 'pisco' and the spirit produced and exported from the region took on the name of the port of origin which was 'Pisco'.

### *What rules govern the production of pisco?*

Pisco is regulated by a strict Denomination of Origin (DO).

The DO establishes the legal standards that specifies grape varieties that can be used, the coastal regions where those grapes can be grown, and details the production processes that must be used. The DO lists the five regions and the 42 coastal valleys where the grapes can be harvested from, with the actual pisco grape growing area representing a tiny part of the total country. Peruvian pisco must be made using the same traditional methods of production introduced more than 400 years ago, and no additives of any kind – not even water – are allowed at any stage of the production process.

### *What styles of pisco are made?*

There are three styles of pisco that can be produced in Peru:

- **Pisco Puro:** This is the broad term for pisco made from a single variety of grape. You won't see the word 'puro' on the label, just the name of the grape variety used (refer to grape varietals on the following page for a full list of the eight grape varieties).
- **Acholado:** This term refers to piscos made from a blend of various grape varietals. Acholados can be made with any combination of two or more types of grape. Pisco may be blended from either a combination of pisco puro or mosto verde styles, but never both.
- **Mosto Verde:** This means 'green must' and refers to piscos distilled from a partially fermented young wine. This style tends to have a greener, richer flavour, greater texture, and producing a super premium style of pisco.

# About Pisco

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## *What grape varieties are used to make pisco?*

There are eight grape varieties that can be used to make pisco. These can be divided into the two broad categories of 'aromatic' and 'non-aromatic'. As the name implies, aromatic grapes tend to be brighter and have a more obvious nose but usually a lighter palate (think Sauvignon Blanc), while the non-aromatic grapes tend to have a less obvious perfume but more weight on the palate (like Chardonnay).

### *Non Aromatic:*

- Quebranta
- Negra Criolla
- Mollar
- Uvina

### *Aromatic:*

- Italia
- Torontel
- Moscatel
- Albilla



### *How is pisco made?*

Pisco adheres to a 400 year old traditional method of production. One of the things makes Peruvian pisco unique is that only the first pressing of fresh grape juice is used, with all of the skins, seeds and stems being discarded. It is this practice that sets pisco apart from grappa and some other styles of brandy made from the leftovers of wine production.

The grape juice is then fermented in vats using the wild, naturally occurring yeast that is present in the fruit. This is a very special process for Peruvian pisco as most other spirits producers use lab-grown commercial yeast to increase their production yields. On average, five to seven kilos of grapes are required to produce one litre of pisco, however, Mosto Verde pisco requires between eight to ten kilos of grapes. In comparison, four bottles of wine can be made from the same amount of grapes used to make one bottle of pisco.

The fermented grape juice is then distilled in tiny batches. Most of the stills used are the same small brandy style copper alambique stills that have been used for hundreds of years. Another remarkable thing about Peruvian pisco is that it can only be produced from a single distillation to create a product that is between 38% to 48% ABV. There is no water – or anything else – added at any stage of the process.

After distillation, the pisco must rest, or ripen, for a minimum of three months stored only in vessels that will not influence the flavour or aroma. Acceptable containers are steel, copper, glass or ceramic with no wooden barrels used at any stage of the production or packaging process.

No colouring, flavouring – not even water – are added at any time, and it is this purity that sets these pisco apart from other spirits.

# About Pisco

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## *How do I read a pisco bottle label?*

Pisco must adhere to country approved product labelling standards.

Pisco labels can be hard to understand, especially if you're not a Spanish speaker!

At The Pisco People, we list our products starting with the name of the brand or distillery (like 'Cuatro G'S' or 'De Carral'), and then the style of pisco. Each distillery will usually make multiple styles of pisco.

Here are some examples to help you understand what the label means:

- A pisco labeled simply with the name of a grape varietal, for example 'Quebranta', is a puro style made with 100% of the single grapes variety that is named. In this case that would be 100% Quebranta grapes. You will almost never see the word 'puro' on the label.
- A pisco labeled with the word 'Acholado', is made from a blend of two or more of the eight pisco grape varieties.
- A pisco labeled as 'Mosto Verde' and then the name of a grape variety, for example 'Mosto Verde Italia', is a Mosto Verde style made only from Italia grapes.
- A pisco labeled 'Mosto Verde Acholado' is made in the Mosto Verde style but with a blend of two or more different grapes.





# Cuatro G'S

## Bodega Don Luis

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In 1990s, four brothers visited the Ica Valley seeking land to grow products such as avocados, pecans and grapes. They came across a beautiful estate – Bodega Don Luis – located in the Juan Baustica district of the Ica Valley in the southern central zone of Peru.

This bodega, with the oldest Quebranta vines in the region, was noted for the exceptional character of the grapes they produced. Originally sold to other bodegas in the area, demand for the grapes grew to the point where the other bodegas began competing to buy grapes from Bodega Don Luis.

Given the enormous popularity of the grapes, the four brothers decided to make their own small production of pisco for family and close friends. The demand for their pisco grew until in 2002 the brothers founded Cuatro Gallos (Four Roosters) and began producing pisco to be enjoyed by the world. Since commencing their own production under the brand Cuatro G's their pisco has been recognised nationally, obtaining the prestigious Gran Medalla de Oro in Concurso Nacional del Pisco in 2006.

*Master Distillers: Oswaldo Hernandez and Phillipe Bannier*

# Cuatro G'S Quebranta

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*The oldest and most commonly produced style of pisco in Peru, the non aromatic Quebranta grape creates a pisco that is rich and earthy. This single varietal Quebranta produced by Cuatro G'S is complex and flavourful, providing the perfect base for making traditional pisco sours, chilcanos and pisco tonics.*



Alcohol: 40%

Bottle Size: 750ml

# Cuatro G'S

## Mosto Verde Quebranta

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*This Mosto Verde style pisco is made exclusively from the non-aromatic Quebranta grape, creating a pisco of outstanding depth and richness.*

*Living up to the Mosto Verde (green must) name, this spirit has an unmistakable 'green' character with apple skin, geranium leaf and a soft, fuzzy texture. Try it with grapefruit juice for a unique and refreshing drinking experience.*



Alcohol: 40%

Bottle Size: 750ml

# Cuatro G'S

## Mosto Verde Acholado

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*The premium Mosto Verde style of pisco is made from a wine that has not been fully fermented and therefore has a relatively high sugar content. The result is a pisco of intense fresh fruit flavour and remarkable texture.*

*Like other Acholados, this is a blend of aromatic (Italia & Albilla) and non-aromatic (Quebranta) grapes that creates a smooth and well-balanced palate, providing a great starting point for those wanting to try a Mosto Verde style of pisco. Perfect as a base for the Capitán to create a modern twist on the classic Manhattan.*



Alcohol: 40%

Bottle Size: 750ml

# Cuatro G'S

## Mosto Verde Italia

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*This deep, floral Mosto Verde style was considered the very best Peru had to offer in the late 1800s – so much so that it became popular in San Francisco during the California Gold Rush with bartender Duncan Nicol at the Bank Exchange Hotel using this style to make the original Pisco Punch - a true cocktail classic. We're proud to say that The Pisco People is the only importer in Australia of this delicious and historically significant pisco.*



Alcohol: 40%

Bottle Size: 750ml

# Cuatro G'S

## Mosto Verde Albilla

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*Made from 100% Albilla grapes, this is the pisco of choice for aromatic Peruvian pisco aficionados to sip on as it is not as sweet as the other aromatic grape varieties. With the seductive soft and velvet mouthfeel typical of the Mosto Verde style of pisco, Albilla delivers a lovely grip through the mid palate with a clean light finish. If you like sipping on fine tequila but don't want the aftertaste this is the perfect pisco for you.*



Alcohol: 40%

Bottle Size: 750ml

# Pancho Fierro

## Acholado

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*Representing great value for money, Pancho Fierro is made by Peruvians, for Peruvians. 'Acholado' – which means blended – produces pisco that brings together the floral brightness of the Italia and Torontel aromatic grapes balanced by the earthiness of the non-aromatic Quebranta grape. Perfect for mixing with soda water or in bright, fruity cocktails, Pancho Fierro Acholado is a real crowd-pleaser.*



Alcohol: 42%

Bottle Size: 750ml





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Vineyards in full yield at Bodega Don Luis  
in Juan Baustica, Ica Valley.

# De Carral

## Bodega Villa Natalia

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Bodega Villa Natalia is located in La Capilla on the left bank of the Ica river. Its history dates back to early twentieth century, when Señora Nicolasa was helping the family income by growing beans and grapes for sale in Lima. At that time she also started the family tradition of producing pisco for festivities and celebrations.

Later, her daughter Natalia, whose name the Bodega has inherited, continued the tradition of making pisco for family and friends. After a pause of several years, the third and fourth generation of the Nicolasa family started producing pisco for commercial sale under the brand name De Carral.

Currently José Chomón Salgado – a fourth generation family member – runs the operations at Villa Natalia. José and his family are widely acclaimed for the quality of the pisco produced at Villa Natalia and José is in demand as one of Peru's premium pisco judges. In keeping with four generations of family tradition, Villa Natalia uses the small batch artisan production method built on traditions that have been passed down from generation to generation.

*Master Distiller: José Chomón Breña*

# De Carral Quebranta

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*The height of sophistication for artisanal craft piscos, De Carral produces spirits of uncompromising quality. Their signature Quebranta pisco offers an intricate fruit nose and an expansive palate full of spices and earthy funk. De Carral Quebranta mixes perfectly with cloudy apple juice and is equally special as the base for our signature 'Garden of Eden' Punch.*



Alcohol: 42%

Bottle Size: 500ml

# De Carral Acholado

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*De Carral represents the pinnacle of artisanal pisco in Peru, producing highly nuanced and complex spirits. This blend of three grape varieties creates an Acholado style pisco that is light in flavour and shows excellent minerality, making it perfect for Martinis and other alcohol-forward cocktails. With more subtle fruit and floral notes, this is also a great starting point for those who find the taste of other piscos too robust.*



Alcohol: 42%

Bottle Size: 500ml

# De Carral Italia

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*A new addition from the artisanal craft pisco of De Carral, this pisco is a perfect example of the aromatic Italia grape at its best. Minty and dry with a fine, elegant structure and beautiful green flavours, this pisco is perfect in a Southside; shaken with lime, sugar and mint, or simply served on the rocks with a slice of cucumber.*



Alcohol: 42%

Bottle Size: 500ml



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Sun ripened grapes at Bodega Villa Natalia  
in La Capilla, Ica River.

# Pisco Portón

## Hacienda La Caravedo

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Nestled in the Ica Valley in the south of Peru, amidst the foothills of the Andes, lies the oldest working distillery in the Americas – Hacienda La Caravedo – established in 1684. Four centuries on Hacienda La Caravedo continues to produce their flagship Pisco Portón which is handcrafted using centuries old Peruvian traditional methods of production.

Owned by the Kallop family from Houston, Texas with Johnny Schuler, Peru's most celebrated authority on pisco as the brand's ambassador and master distiller. To preserve the full character of the grapes, Pisco Portón uses only the Mosto Verde method of distilling from the partially fermented grape juice known as green must (or Mosto Verde in Spanish). It is then distilled to strength with absolutely nothing added to the process. They let it rest for a full year in glass silos before it is bottled.

The result is a pisco that brings dimension and character back to the drinking experience. Taken neat as a sipping drink, it is complex and layered. When mixed, Pisco Portón creates a whole new category of cocktails, more flavourful than vodka and more subtle than tequila.

*Master Distiller: Johnny Schuler*

# Pisco Portón

## Mosto Verde Quebranta

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*The world's most highly awarded pisco, Portón is in a league of its own. Made in the super premium Mosto Verde style with 100% non-aromatic Quebranta grapes, this pisco has a velvety, creamy texture and layers of delicious flavour like dried fruits, fresh flowers and vanilla.*

*Perfect as an after dinner sipper, or mixed into any style of craft cocktail.*



Alcohol: 43%

Bottle Size: 750ml





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The beautiful grounds of Hacienda La Caravedo  
in the Ica Valley.

# Viñas De Oro

## Bodega Viñas De Oro

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Contemporary and rich in sensations – that is the spirit behind the exquisite piscos from Bodegas Viñas de Oro – located in the Ica Valley, 213 km south from Lima. After opening in 1993, their unwavering dedication to quality and taste is reflected in how they carefully cultivate their pisco grapes. Made only from the best grapes grown in the Ica Valley, Viñas de Oro combines traditional artisan small batch methods of production with a high-tech distillery and a modern tasting room.

The Viñas de Oro collection ranges from the subtle notes of nuts and dark fruits found in the non-aromatic varieties like Quebranta and Negra Criolla, to the bolder and more fragrant floral characteristics of aromatic grape varieties, Italia.

Bodegas Viñas de Oro has earned a Globalgap Certification, a confirmation that the winery supports social responsibility and produces the highest quality pisco that meets all the required strict guidelines of the Peruvian Pisco Denomination of Origin.

*Master Distiller: Edwin Torres*

# Viñas De Oro Quebranta

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*This is Viñas de Oro's version of Peru's most prolific style of pisco style made with non-aromatic Quebranta grapes. In contrast to some of the other Quebranta in our portfolio, Viñas de Oro has produced a pisco that is more fruit-driven than the Cuatro G'S or De Carral Quebranta, but still has a great earthy structure used to make traditional pisco sours and piscolas.*



Alcohol: 41%

Bottle Size: 750ml

# Viñas De Oro Acholado

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*Our most popular pisco, Viñas de Oro Acholado is an instant winner!*

*Made from a blend of three pisco grapes (Quebranta, Italia and Torontel), this pisco presents bold flavours of apricot and plum blossom with a gorgeous, silky texture making this pisco immediately enjoyable and hugely versatile. Try it with soda and fresh cucumber, apple juice, or in tropical cocktails for an out-of-the-ordinary mixed drink any time of year.*



Alcohol: 41%

Bottle Size: 750ml

# Viñas De Oro Moscatel

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*This pisco from Viñas de Oro is made with 100% Moscatel grapes – one of the aromatic styles of pisco grapes that is the same grape variety used to make moscato wine. With an exceptional nose reminiscent of good vodka garnished with rockmelon, this pisco is the perfect exotic upgrade from your usual vodka, lime and soda.*



Alcohol: 41%

Bottle Size: 750ml



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The charming vineyards of Bodega Viñas De Oro  
in the Ica Valley.

# Contact Us

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