

CHILEAN PISCO

HISTORIC, CULTURAL,
AND PRODUCTIVE HERITAGE
ATACAMA AND COQUIMBO
REGIONS





Texts and pictures:
Asociación de Productores de Pisco A.G.

CONTACT INFORMATION:

Address: Los Carrera N° 380,


Office 414, La Serena, Chile.

Phone n: +56 +51 - 2 - 226484 | +56 9 42079177

e-mail: cescobar@piscochile.cl

www.piscochile.cl

facebook: [agpiscochile](https://www.facebook.com/agpiscochile) - twitter: [@PiscoChile_AG](https://twitter.com/PiscoChile_AG)



“In Chile, Pisco is the Designation of Origin given to a wine spirit made of aromatic grapes, which are grown and processed in the regions of Atacama and Coquimbo”.

This definition, which shelters all of the Chilean Pisco production, has inherent expressions, such as the specific location of the vineyards, as well as the variations in the elaboration process, which allows tailoring the product to suit every taste.

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PISCO: CHILEAN HISTORIC, CULTURAL AND PRODUCTIVE HERITAGE

Pisco flows through the veins of Chile, proud guardian of a history on the verge of turning 500 years old. Born at the foot of the Atacama Desert, bundled by the ever-present sun and raised under the reflection of the World's clearest skies, Pisco is the ambassador of Atacama and Coquimbo regions' inhabitants, their character, patience, and taste for perfection.

Pisco is a colorless or amber colored spirit, made by distilling grape wine into a high-proof spirit. The grapes are fermented (which technically makes Pisco part of the brandy family), and then taken through a distillation process before bottling.

Due to Chilean Pisco regulations, distillers are allowed more influence over their final product, they may run the spirit through multiple distillations or barrel-

age. Varieties range from mildly to highly aromatic; from abundant wood aromas to none at all, giving sophisticated consumers something to suit every taste. It can be enjoyed neat, on the rocks, or combined with a broad range of soft drinks, fruits, and others liquors.

Pisco is produced in the northern region of Chile, an area of great contrast, between mountain deserts and fertile valleys. The area is described as sub-desert climate but unique due to the strong Pacific influence. Providing minimal cloud coverage and no rainfall nine to ten months out the year, resulting in 300 days of sunshine and the clearest skies in the southern hemisphere.

Pisco, which can be traced back to 16th century Spanish settlers, can now be found in top restaurants cocktail menus and retail stores

throughout the World.

With new and exciting Pisco flooding the market, mixologists are discovering the spirit's potential and experimenting with it, and consumers are falling in love with the results. An example is Pisco sour - the most traditional cocktail - that can be mixed with different fruits or infused herbs or flowers. The drink is a mixture of Pisco, lemon juice, simple syrup, bitters and egg whites. You get sour, bitter, sweet and refreshment: perfection for any cocktail in the world.

The dedication given to the crafting of Pisco is reflected in its premium quality, which has granted the highest awards in the most important international spirits challenges.

This fine spirit is the outcome of the hard work of over 2,800 Pisco

grape farmers from the only two regions in Chile where Pisco can be produced, according to its Designation of Origin, the first in The Americas and second in the World.

By history and tradition, Pisco is a typical Chilean product, heritage of our history, character and culture.

**Asociación de
Productores de Pisco A.G.**

CHRONOLOGY OF CHILEAN PISCO

- 1492** • With the discovery of the Americas, European vines arrive to the New World.
- 1535** • After the establishment of the Peruvian Viceroyalty, vineyards expand further South.
- 1549** • Refounding of the city of La Serena. First vines are planted in the surroundings.
- 1550**
1600 • Vineyards spread to the Valleys of Copiapó, Huasco, Elqui, Limarí, and Choapa. The crafting of wines and spirits begins.
- 1586** • Mrs. María de Niza registers in Santiago, Chile, the first "alambique" (distillation device) in the American Southern Cone.
- 17th
Century** • Two routes to distribute wine spirits are consolidated in Northern Chile: one by sea, from the Port of Coquimbo, and one by land, through the Andean Range, conducted by "arrieros" (muleteers). The abundance of copper in this area allows the flourishing of the crafted metal industry in the cities of La Serena and Huasco. Several utensils were produced, among them alambiques, which spread through the region and strengthened the industry of wine distills in Chile.

18th Century

The name 'Pisco' spreads as the word to designate this spirit. Pisco in Quechua (local dialect) is the name given to spirits and its containers. It may also come from the disembarking port of the liquor sent to the city of Lima and its whereabouts. Pisco would supply the demands of the consumers living in cities, but mostly those living in the major mining camps from Alto Peru.

1700

Captain Marcelino Gonzalez Guerrero, Corregidor of Coquimbo, administrated the "Hacienda La Torre", in the Elqui Valley, which held a 10 thousand plants vineyard. In this estate, wine and spirits were elaborated. It is the first Pisco producer registered in America.

1734

After the death of Captain Marcelino Gonzalez Guerrero, an inventory was raised, recording the details and assets within the Hacienda.

1750

In the notarized will of Mrs. Geronima de Rivera y Rojas, in the town of San Idelfonso in the Elqui Valley, 9 bottles of Pisco were recorded. On 1758, another bottle of Pisco appeared in the will of Mr. Cristobal Rodriguez.

1850

A group of Pisco producers gives a new impulse to the local industry and begins importing new grape strains and alambiques from France. Juan de Dios Peralta, Luis Hernández, Olegario Alba, José María Goyenechea, Juan de Dios Pérez de Arce, are forerunners to the big takeoff that the Chilean Pisco industry would experiment in the next Century.

-
- 1882** — “Pisco G”, is the first brand registered in Chile, property of winemaker Jose Maria Goyenechea.
- 1883** — Juan de Dios Pérez de Arce, from the town of Vicuña, enrolls the brand “PISCO Y TALIA”.
- 1886
1900** — Chilean Pisco producers take part in renowned international fairs and contests, such as the Liverpool Universal Expo, and the Paris Universal Expo. The outstanding medals obtained strengthened the image and prestige of this national product.
- 1902** — The first regulatory standards regarding Pisco production were set, establishing a differentiation between natural Pisco (made from wine) and agricultural alcohol (made of other crops). Depending on the spirits' origin, it would hold different tax rates.
- 1902
1929** — Small wine estates emerge, dedicated to the crafting and bottling of Pisco, each one with its own brand. Altogether, they play an outstanding role in the valleys' scenery. This blooming period comes to a sudden stop due to the 1929 Great Depression.
- 1931** — United, the Pisco industry faces the crisis. After the storm subsides, the decree 181 is issued on May 15th, 1931. It establishes that “the Denomination Pisco can only be used to name the spirit obtained by the distillation of grape wine made of grapes harvested in a well-determined area of the Atacama and Coquimbo provinces. Those who aren't will be considered a forgery”.

The decree is signed by the then-President Carlos Ibañez del Campo, putting an end to the deceitful use of a name that had gained prestige due to the high quality of the product crafted by its legitimate creators.

1931
1935

Maintaining this unity, a group of small producers decide to associate and fund the Cooperativa Agrícola Control Pisquero de Elqui Ltda. (Pisco Control). In 1934 emerges the Cooperativa de Pequeños Productores de Uvas, which would later become the Cooperativa Agrícola y Pisquera Elqui Ltda. (Pisco Capel). Other producers managed to survive the crisis with their own brands: Tres Cruces, Tres Erres, Hernández, Peralta, John Barnes, Tacam, Perry, etc.

1936

The organized producers, foreseeing the potential that the name Pisco would have as origin of this spirit, and recognizing the significance of the Elqui Valley in its history, requested and obtained the name change of the town of La Union (cradle of Chilean Pisco) for Pisco Elqui. In the whereabouts of this town, Hacienda La Torre, first Pisco producer in America, is believed to have been located.

1963
1973

The fruitfulness of the Pisco market allowed it to be selected by CORFO (Chilean productive development office) as "engine for industrial and agricultural development" of the Atacama and Coquimbo regions, known as "plan Pisquero". The industry was therefore provided with new infrastructure and solid development policies to promote vineyards and technologic renewal, which the industry was in urgent need of.

1980
1990

• — ↓
Pisco industry reacts and adapts to a new scenario, facing a market that opens to total competition. New vineyards are boosted, considering the great expectations of growth in Pisco consumption.

1990
2000

• — ↓
Chile is operating as an open economy. Technology breaks in agriculture, provide the necessary conditions to face the new conditions.

2001
2012

• — ↓
The new tax reform leaves Pisco at the same level as foreign liquors, with low tariffs and change rates favourable for imports. Industry bets on the creation of new ways to combine Pisco (cocktails), as well as new ways of handling and processing Pisco grapes, focusing on higher quality standards.

2009

• — ↓
During President Michelle Bachelet's government, the National Day of Pisco was established, every May, 15th.

2013
2015

• — ↓
These have been tough years for regional agriculture. An ongoing drought has severely punished the land over the last 10 years, and farmers, the productive base, have taken umbrage. But Pisco industry, with its innovations and heritage, knows how to keep on moving forward, as it has always done in this rich and savoury history of Chilean Pisco.

PISCO INDUSTRY FIGURES



36.000.000

LITRES WAS THE PRODUCTION OF PISCO DURING 2014



10.504

ARE THE HECTARES PLANTES WITH PISCO GRAPE VINEYARDS



501.570

LITRES OF PISCO WERE EXPORTEES DURING 2014



3.863

PERMANENT JOBS ARE GENERATED BY THE PISCO INDUSTRY



24.000

JOBS ARE GENERATED BY THE PISCO INDUSTRY DURING HARVEST SEASON

100%

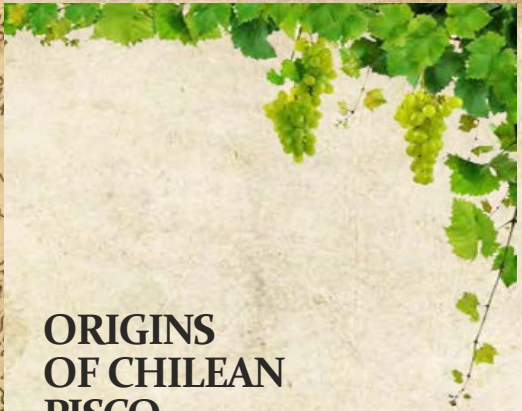
OF FARMERS AND THE PISCO AGROINDUSTRY ARE PART OF THE PISCO PRODUCERS ASSOCIATION

2.734

FARMERS ARE REPRESENTED BY THE PISCO PRODUCERS ASSOCIATION

85%

ARE SMALL FARMERS, WITH LESS THAN 5 PLANTED HECTARES (**2.423 PRODUCERS**)



ORIGINS OF CHILEAN PISCO

Among the pioneers of the Pisco Industry in South America, stands a noble son of Elqui: Pedro Cortés y Monroy, Marquee of Piedra Blanca, Huana and Huanilla (La Serena, 1651-1717). He was a key actor in the Chilean Pisco production during the 17th Century, period in which the foundations for the emergence of Pisco were laid.

The growth of the Marquee's productive potential caught the attention of Peruvian merchants, as he became an interesting provider of wine spirit to the ever-strong demand of the local market. Such was his notoriousness, that Don Manuel Vásquez de Osorio, Spaniard settled in Peru and outstanding neighbour of the city



the origin

PISCO WAS BORN LONG BEFORE THE AMERICAN COUNTRIES EVER EXISTED. TWO CENTURIES BEFORE THE DECLARATIONS OF INDEPENDENCE, PISCO IN THE REGIONS OF ATACAMA AND COQUIMBO WAS PRODUCED AND MARKETED WITH HIGH REPUTATION AND DEMAND.

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of Arica (he served as Corregidor from 1722 through 1723), chose Chilean providers, considering the downturn of the Peruvian wine spirit industry.

Arica was an outstanding hub in the region's commercial routes, especially regarding the provisioning of goods destined to Potosi, an area of vibrant mining operations, thus generating an increasingly discerning demand of food and beverage. The population rose up to 150 thousand inhabitants, at a time in which only 2 thousand people were living in La Serena.

Don Manuel became partners with don Agustín Niño de Zepeda, mayor of La Serena (1702-1703), the Marquee of Piedra Blanca and

General don Lucas Arquero Ortíz, another outstanding citizen of La Serena. The business contract was signed on January 12th, 1711.

This is how the tradition of distilling wine spirit settled in the Elqui Valley, and the foundations for the emergence of Pisco were laid. The name 'Pisco' became common for this spirit on the early 18th Century.



THE FIRST STEPS: HACIENDA LA TORRE

According to the latest investigations, the first Pisco producer Estate in Latin America was the "Hacienda La Torre", located in the Elqui Valley in the early 18th Century. Its owner was a well-known neighbour: Captain Marcelino González Guerrero, outstanding politician and entrepreneur of the time.

Winemaker by excellence, Don Marcelino grew vineyards and crafted wines in all of his properties, especially in the Hacienda La Torre, where he grew a vineyard consisting of over 11 thousand vines; the cellars had winepresses, 50 jars to craft and preserve wine, and all the necessary equipment to distill



first steps

**THE FIRST PISCO PRODUCER EVER
ESTABLISHED WAS THE HACIENDA LA TORRE,
LOCATED IN THE ELQUI VALLEY. IN AN
INVENTORY RAISED IN 1733, THREE 'BOTIJAS'
OF PISCO, ALAMBIQUES, JARS AND UTENSILS
TO CRAFT PISCO WERE REGISTERED.**

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wine ('fondos', 'pailas' and 'cañones', among other utensils). Three 'botijas' of Pisco, wines, spirits, and other products were recorded in the inventory raised in the Hacienda after the Captain's death, in 1733.

The memory of the Hacienda and the tradition of the early Pisco production were consolidated in the Elqui Valley, which was acknowledged by Chilean government in 1936, when the town of la Union renamed as 'Pisco Elqui'.





THE FIRST DESIGNATION OF ORIGIN OF THE AMERICAS

One of the main aspects, and paradoxically less known about Pisco, is its Designation of origin.

A Designation of origin is a monument, a critical feature of a Nation's heritage. It's a source of pride for all the region owners of this distinction, as well as all of the country's inhabitants.

Designations of Origin emerged long ago, when neighbors of a certain community took pride in the elaboration of a product of superior quality standards. This effort was acknowledged by buyers, willing to pay a higher price for a better beverage or product. The guarantee of this quality was its geographical origin.



the designation

**PISCO HOLDS THE OLDEST DESIGNATION
OF ORIGIN OF THE AMERICAS, AND THE
SECOND OLDEST WORLDWIDE.
IN CHILE, THE DESIGNATION OF ORIGIN PISCO
WAS OFFICIALLY DESIGNATED BY DECREE 181,
IN 1931.**

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Between the late 19th and early 20th Centuries, rules and international agreements were set to protect the rights of those communities which, after years of sacrifice and commitment, managed to add prestige to their crafting.

In 1931, the then Chilean President, Carlos Ibañez del Campo, through the decree 181, defined the Pisco Designation of origin, which meant that from that moment onwards, only producers from the cities of Copiapo to Illapel, from the valleys of Huasco, Elqui, Limari and Choapa, would have the right to use the name 'Pisco'.





PISCO CRAFTING: PISCO GRAPES

Pisco is intimately related to the grape 'Moscatel de Alejandria', also called 'Italia Grape'. Within the Chilean territory, this variety was first grown in the early 18th Century in the ranch "Maiten", property of General Lucas Arquero Ortiz. So it was documented in the inventory raised after his death, in 1720. Since then, Moscatel de Alejandria spread through the haciendas and ranches of Northern Chile.

This grape's high sugar concentration favours the production of alcohol, and its perfume provides a considerable organoleptic advantage. Documental evidence shows that the first winemaker dedicated to growing Moscatel de Alejandria,



pisco grapes

**THE OLDEST PISCO COMES FROM VICUÑA.
IN 1882 THE BRAND “PISCO G” WAS
ENROLLED BY JOSE MARIA GOYENCHEA,
FROM COPIAPÓ. IN 1883 THE BRAND
“PISCO CÓNDOR” WAS ENROLLED BY
JUAN DE DIOS PEREZ ARCE, FROM VICUÑA.**

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General Lucas Arquero, had his own equipment and infrastructure to distill spirits. His wines and liquors were sold on local and international markets: on 1711 he signed a contract to send to Peru 100 'arrobas' of wine spirit bottled in 'botijas'.

The early coexistence of Moscatel de Alejandria and uva pais in the vineyards of Northern Chile, generated the conditions necessary for the outcome of new varieties, originating the stains now considered “Pisco grapes”.





ALAMBIQUE: THE SOUL OF PISCO

Alambique is the soul of Pisco. This device used to distill wine in order to obtain the spirit is crucial, and its quality plays an important role on the final product.

During colonial times, some estates did not have alambiques. Therefore, a rudimentary system was used to distill, consisting of a copper 'paila' (kettle), where wine would be heated. With the barrel of a shotgun, vapours were condensed, to obtain a low quality distill.

The oldest alambique in Chile was recorded in Maria de Niza's will, dated in Santiago on December, 27th, 1586. (National Archives, Escribanos de Santiago, v3 f 288). Since then, the use of alambiques



the alambique

ALAMBIQUE IS THE DEVICE THAT ALLOWS THE DISTILLATION OF WINE TO OBTAIN PISCO; FROM ITS QUALITY DEPENDS, UP TO A CERTAIN POINT, THE QUALITY OF THE FINAL PRODUCT. THE OLDEST ALAMBIQUE IN LATIN AMERICA WAS REGISTERED IN MARIA DE NIZA'S WILL, IN 1586.

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spread and became common in the Reign of Chile, especially in the city of Coquimbo, where crafted copper workshops arose.





ARTISANS OF CRAFTED COPPER

During Colonial times, artisans of Coquimbo began developing the art of crafting copper, as a result of a long and rich cultural process which contributed to reaffirm the local identity, becoming an original union in the region.

In colonial America, artisans received names, depending on the material they worked with. In Northern Chile, copper crafting was so important, that a specific union was born: the copper "fragüeros", which played a significant role in cultural, social, political and economic regional life.

In their workshops, utensils were crafted and later distributed in





artisans

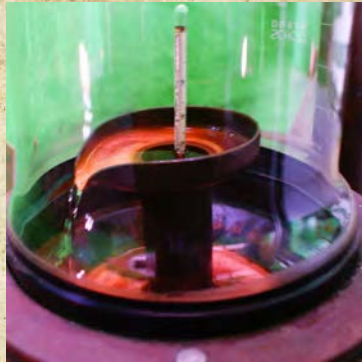
THE VINE, WHICH ORIGINATES THE CHILEAN PISCO, ACCOMPANIED THE SPANISH CONQUEROR FROM THE VERY MOMENT THEY LANDED IN THE NEW WORLD. SHORTLY AFTER, WINEMAKING BECAME AN IMPORTANT PRODUCTIVE ACTIVITY.

CHILEAN PISCO

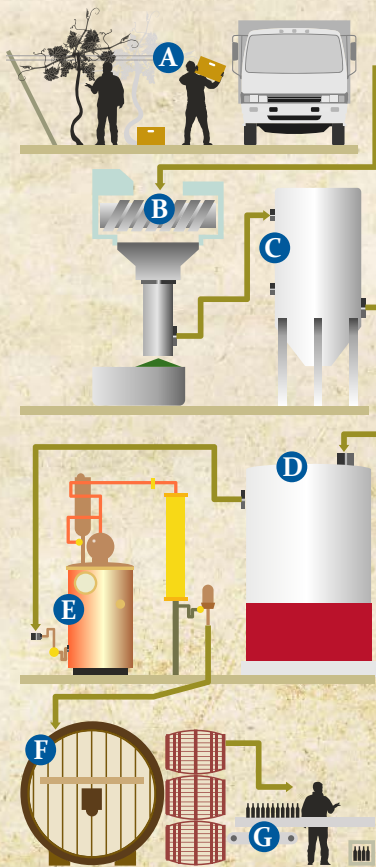
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houses and Haciendas in a considerable portion con the American Southern Cone.

The main crafted copper workshops from the whole country where located in the Coquimbo township, mainly in the cities of Huasco and La Serena.



PISCO PRODUCTION PROCESS, NOWADAYS



A HARVEST
The 'Vendimia' begins in the farms, in the vines, when grapes have achieved its point of maturity.

B RECEPTION AND GRINDING
Grapes are thrown in a well which contains an endless vise, which transports them to the grinders, separating the grains from the 'escobajo' (branches and sticks). The grape is pressed to obtain the must.

C MACERATION
Is a process of liquid-solid extraction. This raw material contains a series of soluble components in the extractable liquid, which are important to recover.

D FERMENTATION
Consists of the transformation of grape sugars into alcohol. It allows the development of both complex and delicate aromas that the final product will hold.

E DISTILLATION
The wine obtained after the previous process is transferred to the copper alambiques. The process uses steam as energy.

F AGING
Distilled alcohol is laid for at least two months in wooden barrels.

G BOTTLING
In a modern bottling line, fully automatic, Piscos are bottled.



COCKTAILS

THE TASTE
OF
NORTHERN
VALLEYS

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PISCO SOUR

INGREDIENTS

- 30 oz Pisco
- 10 oz Lemon juice
- 1 Slice of ginger
- 1 Spoonful of Powdered sugar
- 3 Ice cubes

PREPARATION

Add all the ingredients in a liquidizer and liquidize around 30 seconds.

Pour filtering the mix in a Flute Cup.



PISCO PAPAYA INFUSSION

INGREDIENTS

- 20 Pisco
- 20 Sliced Papaya
- 10 Papaya syrup
- 8 Cedron leaves
- 3 Lemon Juice
- 10 oz Tonic water
- 5 Ice cubes

PREPARATION

In a Tumbler glass (long) add the all ingredients, except tonic water and soak to unify the flavor. Fill the glass with ice and pour tonic water while mixing.



LA SERENA SOUR

INGREDIENTS

1.5 oz Chilean Pisco
75 oz lime juice
75 oz orgeat
1 egg white

PREPARATION

Topped with .25 oz to .5 oz float of Chilean white wine

Shake all ingredients, except for the wine, with ice. Strain into a chilled cocktail glass. Float the Chilean white wine on top (this can be done by pouring the wine slowly over the back of a bar spoon).



ALBAHACA SOUR

INGREDIENTS

1½ oz/45 ml Chilean pisco
¾ oz/22 ml lime juice
¾ oz/22 ml 1:1 simple syrup
4-6 fresh basil leaves

PREPARATION

Strain from one half of your shaker back into the other half and discard the ice. Put 4-6 fresh basil leaves into the empty shaker half, pour the drink back into it and shake again, briefly.

Pour unstrained into a chilled champagne flute.



BELLAVISTA

INGREDIENTS

- 1 ½ oz/45 ml Chilean pisco
- ¾ oz/22 ml Amaro Lucano or Cynar
- ¾ oz/22 ml Chilean Carmenerre red wine

PREPARATION

1 teaspoon/5 ml rich simple syrup (2 parts Demerara sugar to 1 part water by volume, stirred over low heat until sugar has dissolved).
[optional: 2 dashes of Angostura bitters]

Strain into a chilled cocktail glass and twist a swatch of thin-cut orange peel over the top.

Recommended Pisco: Any Pisco that has received significant wood aging, preferably in American oak barriques.



SANTIAGO SOUR

INGREDIENTS

- Shake well with ice:
- 1 ½ oz/45 ml Chilean Pisco
- ¾ oz/22 ml simple syrup (equal parts sugar and water by volume)
- ½ oz/15 ml fresh-squeezed lemon juice
- ¼ oz/8 ml fresh squeezed orange juice

PREPARATION

Strain into a chilled cocktail glass and carefully float. Oz/15 ml Chilean cabernet on top (it's easier to float the wine if it's poured from a sherry glass or something similar rather than from the bottle; simply pour it gently and slowly over the back of a barspoon held just above the drink).



PISCO FROM THE GARDEN

INGREDIENTS

- 50 cc Pisco
- 15 cc Strawberry juice
- 10 Radish slices
- 5 Basil leaves
- 20 cc Cane Syrup
- Mandarin Soda
- 6 Ice cubes

PREPARATION

In a Tumbler glass (long) add the all ingredients, except mandarin soda and soak to unify the flavor. Fill the glass with ice and pour mandarin soda while mixing. Decorate with a bunch of basil leaves the surface.



PISCO HOT CITRUS

INGREDIENTS

- 50 cc Pisco
- 1 Red Chili
- 15 cc Lemon juice
- 300 cc Cane Syrup
- Citrus Soda
- 4 Ice cubes

PREPARATION

In a Cocktail shaker with ice, add all the ingredients, except Citrus Soda. Shake energetically around 15 seconds.

ROADS OF PISCO

Pisco production is located in the
REGIONS OF ATACAMA AND COQUIMBO

16
comunnes with high geographical dispersion are
home to the PISCO VINEYARDS.





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