Co-funded by the European Union

Foodscapes as a mirror of environment and culture – A Journey Through Gastronomy, Environment and Identity

Source: http://amazingearth.me/tag/apple/

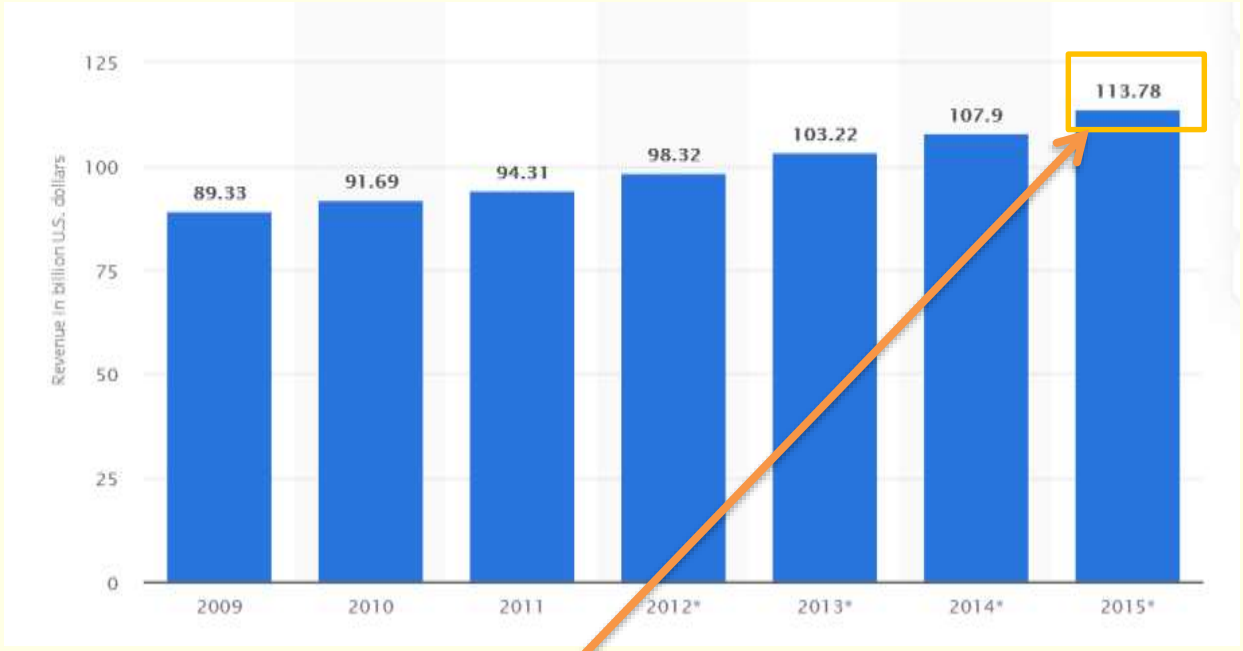
18-22 May

2026

SPIRITourism

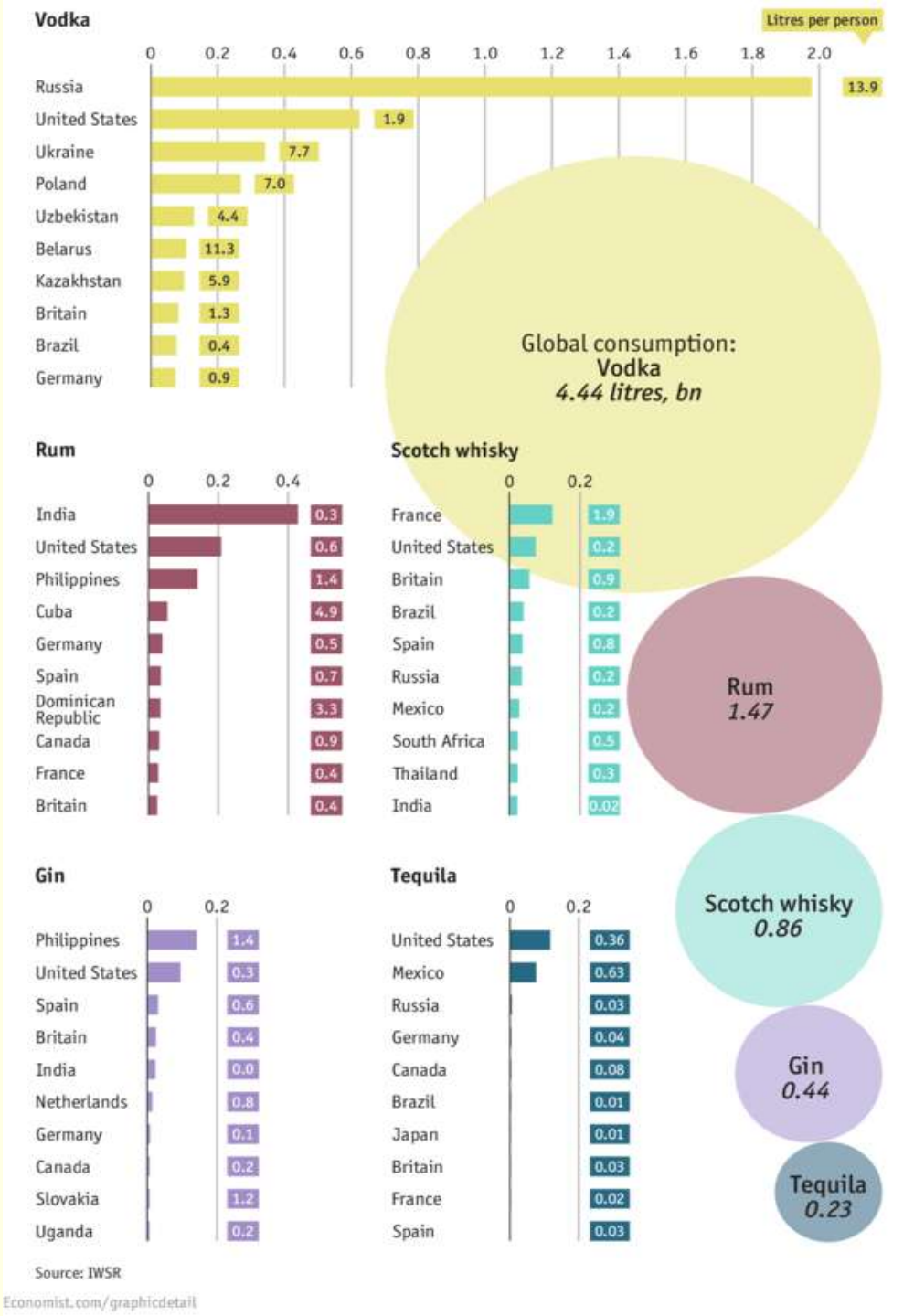
HIGHEST consumption of seleced spirits

Revenue of the global spirits industry from 2009 to 2015(in billion U.S. dollars)



114 000 000 000 U.S. dollars

Source: www.economist.com/graphic-detail/2014/09/02/high-spirits



The only liquors considered were the six most common worldwide: whiskey, vodka, tequila, rum, gin, and brandy. Regional and country-specific hard alcohols—like, say baiju in the case of China—were not included. In all, nearly half of the countries (25 of the 53) like whiskey best, nearly 40% (21) prefer vodka, and very few are most fond of gin, brandy, or rum—1, 2, and 4, respectively.

Source: https://qz.com/169615/the-world-according-to-hard-alcohol/

Spiritourism

COFFEE tourism

TEA tourism

beverage
tourism
or
drink tourism

ENOTOURISM

Cider tourism

BIROTOURISM

https://www.bbcgoodfood.com/review/best-national-spirits-around-world

Vodka tourism

Pisco tourism

Calvados tourism

Whisky tourism

Tequila tourism

Tinkturotourism

Spiritourism

Cognac tourism

Palinka tourism

Slivovitz (plum brandy) tourism

Rhum (Rum) tourism

& others...., see e.g. here: https://en.wikipedia.org/wiki/List_of_alcoholic_drinks#Distilled_drinks

Spiritourism

When travelling to every corner of the globe to explore various aspects of culinary culture, a culinary tourist may also experience distinctive alcohols present in a given country or region (one of the hundreds or thousands of geographically-specific products). Regardless of whether a person tries one of many spirits produced on site at a distillery, or drinks a glass at a restaurant or home of the indigenous people, **spiritourist** always discovers one of the basic elements of the national culinary heritage.

Spirits tourism allows the visitors to discover how master distillers employ old recipes and mixing techniques characteristic for their production to maintain the excellence of products developed by previous generations of craftsmen. Distillers also create innovative processes for the production of new and often exciting flavours of spirits

http://cazulofeni.com/#

https://www.licorea.com/pisco-quebranta-demonio-de-los-andes-peru-p-3094.html?language=en

https://www.pernod-ricard.cz/en/brand/becherovka-unfiltered/

the main motivations for spirits tourism (spiritourism) are:

- visiting museums of alcohol and thematic exhibitions in other establishments that are related to the former and to contemporary distilling as part of national or regional culinary heritage;
- trips to large industrial plants producing spirits, which have professional visit centres handling tourists interested in the art of distilling a particular alcoholic beverage;
- visits at local manufactures usually located in historic buildings, which have been producing alcohol for generations;
- active participation in distilling workshops organized by family manufactures producing alcohols or by specialized master distillers;
- listening to thematic lectures carried out by a distiller or bartender and participating in tasting of an alcohol or an alcohol group;
- participation in culinary events, mainly festivals, whose main motive is a particular alcohol, e.g. vodka, whisky, brandy, gin, rum, tequila;
- tasting different dishes in restaurants which are combined with the principles of serving spirits or spirit-based cocktails;
- purchasing and collecting publications related to the history of an alcohol, raw materials, production technology, types and rules of serving;
- purchasing and collecting old alcohol bottles, labels, historical advertisements or glasses once used for serving alcoholic beverages.

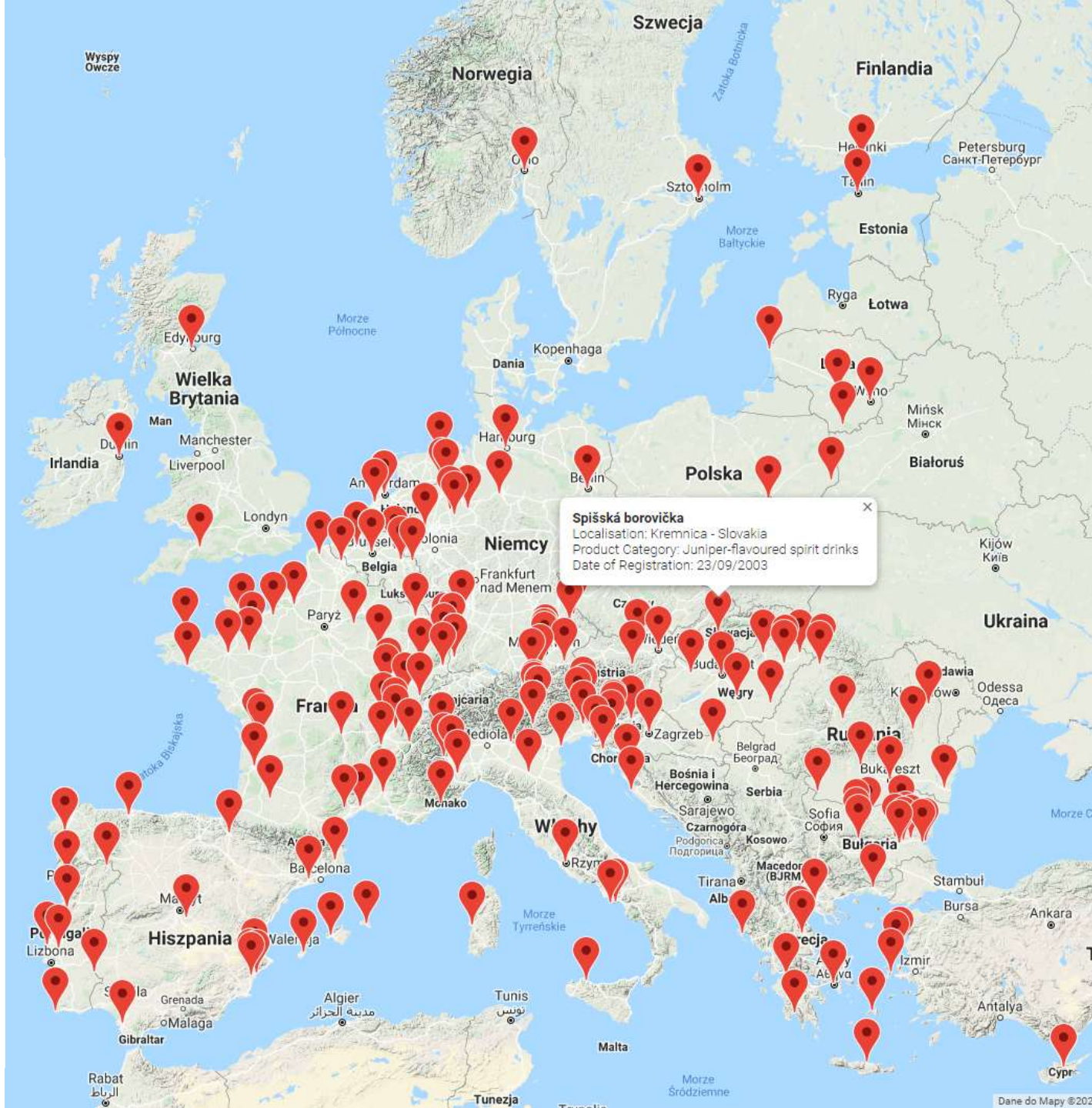
[According to D. Orłowski and M. Woźniczko (2020)]

https://www.bbcgoodfood.com/review/best-national-spirits-around-world

#SpiritOfEurope

In 2019, the European Parliament launched a new campaign aimed at increasing the spiritourism market in the European Union. An interactive online campaign launched last year includes #SpiritsTourism and #SpiritOfEurope hashtags and aims to increase the development of tourism in distilleries as well as regions producing alcohols across the EU. According to the trade association “Spirits of Europe” seated in Brussels, distilleries operating in Europe hosted a record number of visitors in 2018 – 2 million visitors to Scotch whisky distilleries, 1.6 million spiritoursits in France and nearly a million in Ireland (https://spirits.eu/). These data confirm considerable interest in alcohol culture as perceived from the point of view of tourist and culinary attractions, not through the prism of alcoholism.

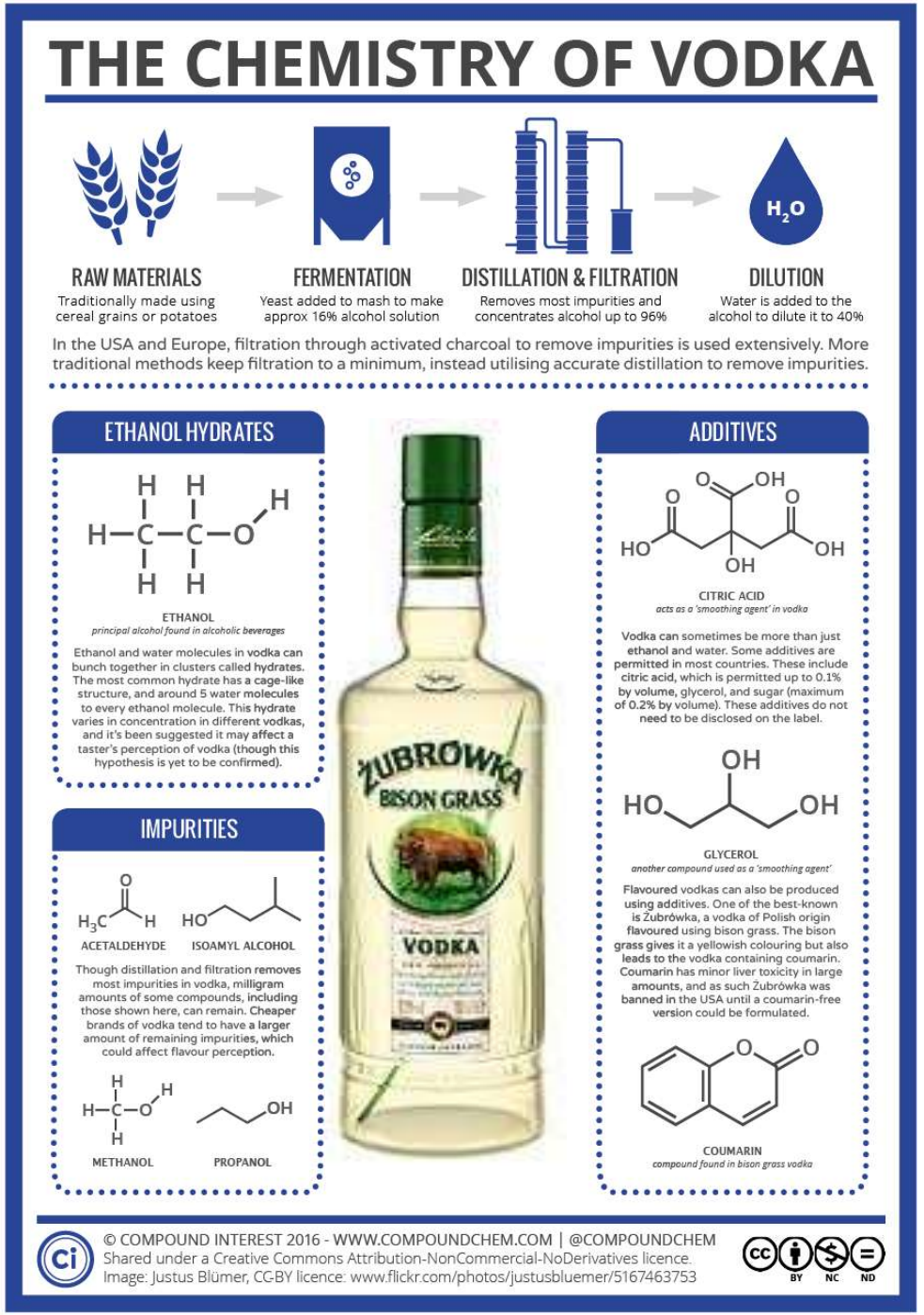
https://spirits.eu/



Countries that exported the highest dollar value worth of vodka during 2019:

Sweden: US$449.1 million (20.6% of total vodka exports)
France: $404.3 million (18.6%)
Russia: $161.5 million (7.4%)
Poland: $150.6 million (6.9%)
Netherlands: $147 million (6.7%)
United States: $93 million (4.3%)
Italy: $92.9 million (4.3%)
Latvia: $92.2 million (4.2%)
Germany: $78.1 million (3.6%)
Finland: $74.4 million (3.4%)
United Kingdom: $74.3 million (3.4%)
Australia: $37.7 million (1.7%)
Singapore: $34.8 million (1.6%)
Belarus: $34.8 million (1.6%)
Ukraine: $33.7 million (1.5%)

Source: http://www.worldstopexports.com/vodka-exporters/



https://www.compoundchem.com/2016/06/08/vodka/

Vodka

Consumption of alcoholic beverages is a theme present in the culture for centuries. The first traces of the production and use of alcohol for consumption date back to the 6th millennium BC (Gately, 2011). Historians are uncertain as to when alcohol was first distilled. The origin of the word alcohol and the word alembic, which is a device used for distillation, indicates that it comes from the Arabic countries – respectively: al-kuhl (evil spirit) and al-ambiq – where the production of strong alcohols began probably in the seventh century.

Most likely vodka was first created in Poland or Russia. While both countries claim the right, the Russian sources are better documented in writing and indicate the end of the fourteenth century. In Poland the earliest document on vodka production is dated to 1405 and comes from court documents in Sandomierz. The difference between the sources is approx. 20 years, but it is certain that before vodka was defined in writing, it had already been known in both countries, as well as in today's Ukraine and Belarus.

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Alcohol as a term comes from Arabic كحل or kohl which now is also the term for eyeliner.
The reason is that it comes into English via medieval Latin and later old french. The Arabic term was inherited from medieval Latin translations of early Arabic alchemical texts where the term was applied to the main ore of antimony (stibinite). Stibinite when crushed and then powdered and mixed with water was used to create Kohl eyeliner (amongst other things).
Later the term (now inherited into late medieval french) gets used more generally to refer to powdered substances, and particularly those created by titration / precipitation out of a liquid. Then as alcemical practice evolved it is used for liquid substances gained through boiling down (or distilling). Thus in the 17th to late 18th century it becomes synonymous with "spirit of " or "essence of" (i.e. distilled out of) and is applied to several substances including "spirit of wine/grape" (i.e. ethanol) which becomes it's main meaning as the other substances are chemically identified or refined.

From about 1850 it's meaning shifts again to a more strict chemical definition for all alcohols (Ethanol, methanol, propanol etc.) i.e. any chemical with an -OH functional group.
This evolution of use and meaning is also where the OP's folk tale comes from - a confusion of the use of the term "spirit" which in English speaking countries is a term applied to drinks with a high alcohol content (e.g. vodka, whiskey, brandy etc) but is also a word applied to "essence of a person" / ghosts / soul etc.
There are some additional factors here as well:
Firstly confusion derived from the Arabic form that evolved in the Moor conquered areas of Spain between 711 and 1492CE (Andalusian Arabic). In Andalusian Arabic al-kohl is corrupted from الكحل to قُحُول which when transliterated into Latin based text sounds very similar to the word "ghoul".
The orientalist movement in Europe (much of which was promoted / funded through the non-conformist christian groups which also founded the anti-alcohol temperance movement) builds on this confusion of terms, and an imperfect understanding of the nature of the Djinn and demons etc. from Islamic scripture. Thus a romanticised "wisdom of the orient" folk tale evolves creating a false association between alcohol and ghouls/demons etc which now persists.

Vodka

It is impossible to determine the exact moment in which the technique of vodka production was created. It was more likely a long process of evolution, and as such cannot be attributed to any individual nation. It is a result of exchange of ideas and materials between many neighbours and partners.

The word vodka, which at that time had several other meanings, probably was used interchangeably with the word **gorzałka** (booze) . This word, in a sense similar to the modern meaning, fort the first time was used in 1534 in "O ziołach i mocy ich" (**About herbs and their power**) by Stefan Falimirz.

It can be assumed that since the release of "Wódka albo gorzałka" written by J. Potański in 1614, these terms have been used interchangeably to describe distilled alcoholic beverages for recreational drinking. In the face of the establishment of modern legislation on the production of alcohol in the twentieth century in Poland and Russia, the word gorzałka was no longer used, becoming a colloquial and somewhat outdated term, leaving the word vodka in common use

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

VODKA - HOW IT'S MADE

RAW INGREDIENTS

Cereal grains are the most common, but potatoes and grapes are also used

GRAPES

POTATOES

DIAGEO
BAR ACADEMY

STEP 1 FERMENTATION

The base material (starch is converted into sugar if necessary) is fermented

STEP 2 DISTILLATION

Neutral style, classic vodkas are made using a continuous still with very little character of base material remaining

Some premium vodkas use pot-still distillation which tends to retain light characteristics of base material

STEP 3 ADAPTATION

Most vodkas are filtered through activated charcoal to remove impurities

The spirit is then reduced to bottling strength (a minimum of 37.5% ABV)

DRINKIQ.com DRINK RESPONSIBLY

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Vodka

Originally, grain was primarily used for distillation: wheat, oats, spelt and barley. Potatoes were first used in the eighteenth century – they were very cheap but less efficient than barley or rye. It is worth mentioning that all grain distilled spirits resembled today's moonshine in terms of production and taste until the nineteenth century (Gołębiewski, 2014). The first half of the nineteenth century in Europe brought the industrial revolution, and in the distilling industry, a technological leap associated with the invention of new stills. They helped reduce the cost and time of production and significantly increased the quality of the distillate, which, unlike the earlier aqua vitae (water of life), was called "spirit".

At the end of the eighteenth and the beginning of the nineteenth century, during the occupation, modern distilleries appeared in the former Republic of Poland. In 1782, Leopold Maksymilian Baczewski established a distillery in Wybranówce near Lviv. Two years later, a vodka factory was established by the Lubomirscy, and in 1823 it was expanded by Count Alfred Potocki.

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Vodka

More large companies were created in the nineteenth century in: Poznań, Bydgoszcz, Biała, Bielsko, Starogard Gdański, Gniezno, Racibórz, Leszno, Konin, Katowice and Warsaw. Most of these companies continued to operate after World War I in the reborn Republic of Poland. All large rectification plants were bought by the state in compliance with "Polish Spirit Monopoly" established in 1919. Some recipes from that period are still used. What is more, distilleries intently use them because the consumer expects something more than "ordinary vodka" (Gołębiewski, 2014).

Warsaw with the famous vodka factory "Koneser" was a thriving production centre, established by the tsarist authorities in 1899 as "Warsaw Rectification". The distillery itself did not survive commercialization attempts in the twenty-first century and, like many other distilleries in Poland, became a victim of high excise duties. In the 20s of the twentieth century, it was a modern company that created well-known and important Polish vodka brands, such as Wyborowa,

source: https://hurtumpl/produkty/?q=w%C3%B3dka&x=0&y=0

Vodka

After 1945, the operation of the “Polish Spirit Monopoly” initially resumed. Poland lost, among others, Lviv with great traditions of alcohol production. However, in the areas included in Poland, especially Wrocław and Szczecin, long tradition of distilling survived and served the production of spirits. Post-war history of the Polish spirit industry was inseparably linked with “Polmos”, which in the communist period was a monopolist on the market of spirits and a successor to the state monopoly on alcohol from the Second Republic. “Polmos” was a consortium of more or less independent enterprises operating under one brand .

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Wódka

Vodka is undoubtedly an element of Polish culture and culinary tradition, as it is often consumed during major celebratory events and social gatherings. Alcohol, including vodka, was and continues to be an important element of celebrations. Vodka was present, among others, in the old Polish tradition of engagement. Matrimonial contacts used to be established through "matchmakers". A matchmaker would come to the spinster's home, take out a bottle of vodka and ask for a cup. Having received it, he poured the vodka and asked the parents and the girl to drink it. According to the custom, the girl was supposed to be embarrassed. If the parents drank vodka, it meant that the suitor was accepted. In addition, the Polish nobility cultivated the custom of burying barrels of alcohol in the ground on the day of their son's birth, opening them at his wedding. Currently, vodka is less often associated with degeneration and alcoholism, instead being perceived as a drink with cultural value. Vodka undoubtedly constitutes an element of national culinary heritage and one of the attributes of Polish hospitality Obawiam się, że nie rozumiem.

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Under the **Act** passed by the Polish Parliament on May 25th, 2012 amending the Act on the manufacture of spirits and the registration and protection of geographical indications of spirit drinks, the term "Polish Vodka" is reserved. Article 1 of the Act reads: "Polish vodka is obtained from ethyl alcohol of agricultural origin derived from rye, barley, oats or triticale or potatoes grown in Poland, where all stages of production take place in Poland, which can be matured to give it specific organoleptic properties". This definition protects the interests of "Polish Vodka" and Poland in the world. "Polish Vodka" is therefore something else than, for example, "Vodka from Poland". In the case of the former, we have the guarantee that the alcohol has been manufactured in accordance with the standards set out in the Act .

Geographical indication identifies a spirit drink as originating in the territory of a country/region or locality in that territory, where a given quality, reputation or other characteristic of this spirit drink is essentially linked to its geographical origin. Natural, human and manufacture-related factors occurring in a given country or region are among the elements that help create distinctive products featuring a geographical indication. Although alcohols such as brandy, wine, grape-based alcohol, whisky and vodka are generic categories and can be manufactured anywhere in the EU, terms such as: "Brandy de Jerez", "Cognac", "Grappa", "Scotch Whisky" or "Polish Vodka" are examples of EU geographical indications and relate to products that can be manufactured exclusively in a designated and protected area.

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

Vodka tourism in Poland

Museums related to food and drinks are constantly improving their tourist offer, and their number steadily increases each year. Given the popularity of cooking and the growing interest in culinary heritage, in recent years in Poland, several new culinary museums have been established, including two museums of vodka in Warsaw. The first one is the **Museum of Vodka**, which opened in 2017 in the centre of the capital. The inauguration took place as part of a project known as "House of Vodka", which promotes culinary traditions and Polish distilleries. The mission of the Museum of Vodka is to document the complexity of vodka-related issues and show it in historical context as a noble national alcohol and an inherent part of cultural heritage and Polish tradition (https://muzeumwodki.pl/en/).

The second museum located in Warsaw Praga-North is the **Polish Vodka Museum**which opened in 2018. It is based in a historic and renovated building from 1897 in which spirit was rectified, located within the complex of the former Warsaw Vodka Factory "Connoisseur". The museum enriches the landscape of the right-bank part of the city, introducing genius loci of the historic factory of Polish vodka into the 21st century, and above all is a tribute to all the generations of Polish distillers. The Polish Vodka Museum initiative is under the patronage of the "Polish Vodka Association"

source: https://hurtum.pl/produkty/?q=w%C3%B3dka&x=0&y=0

VODKA TOURISM IN POLAND

MUZEUM WÓDKI
VODKA MUSEUM WARSAW

ABOUT THE MUSEUM | PLAN A VISIT | EXHIBITIONS | ADDITIONAL ACTIVITIES | KUP BILET | COLLECTION | PROJECTS | SUPPORT THE MUSEUM | CONTACT

The collection of the Museum of Vodka was created through the combination of two unique and rich collections of two enthusiasts, namely Piotr Popiński, Warsaw restaurateur and the originator and organizer of the Museum, and Adam Łukawski, collector and co-organizer of the institution. Collected for over 20 years, pre-war alcoholic beverages, historical bottles, carafes, glasses, books, vignettes, drink menus, advertisements, labels, banners, photographs, illustrations, advertising items and other objects illustrate a consistent story of spirits. These artefacts present the image of modern world from the perspective of production facilities, their products and people related to the distillery industry since the end of the 18th century

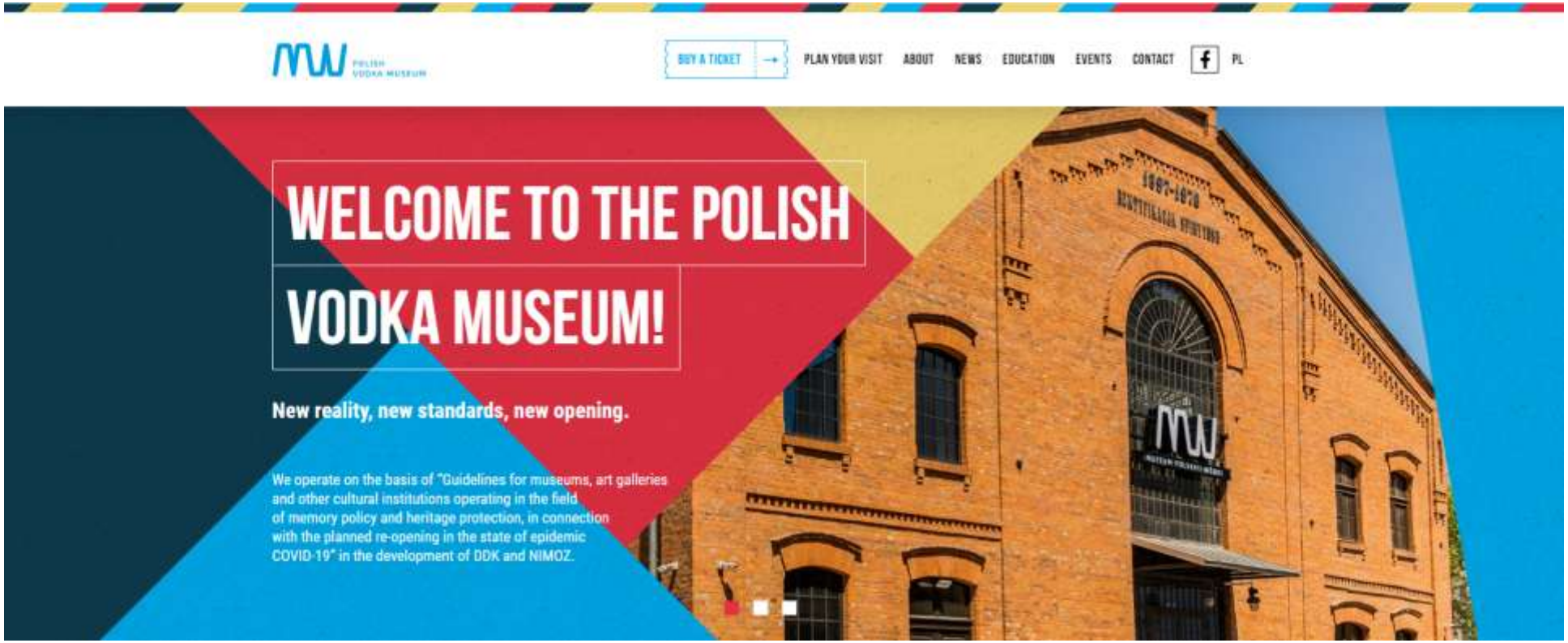
Vodka tourism in Poland

Permanent exhibition comprises 6 exhibition areas that present and illustrate the main periods in the history of vodka production in Poland: "Beginning", "Rise and Decline", "Vodka and Glass", "Pre-war Alcohols", "The Art of Bartending" and "Modern Times". The museum is arranged in a modern way, in shades of grey. A large number of distilling artefacts of material culture harmonizes with contemporary texts and multimedia elements, especially those related to the booming art of mixology. The permanent exhibition presents both large and local distillers and their outstanding achievements in the art of distillation, setting the tone for the collection, building a narrative and telling a story which is an important and rarely described topic in the social history of Poland and the world

Source: https://muzeumwodki.pl/en/

VODKA TOURISM IN POLAND

Source: https://muzeumpolskiejwodki.pl/en/)



The mission of the Polish Vodka Museum is to presents the history, heritage, tradition, as well as differences between various types of "Polish Vodka" in a modern way. An important part is raising awareness and educating the public about responsible alcohol consumption and the promotion of Polish Vodka as a Protected Geographical Indication.

The museum space shows different groups of tourists the production process of Polish Vodka, raw materials used for its production, and finally taste characteristics that distinguish it from other alcohols. Visitors can see interactive exhibitions, presentations and projections that tell the story of the development of vodka manufacturing technology over the centuries.

Source:
https://muzeumpolskiejwodki.pl/en/)

Vodka tourism in Poland

Tourists interested in the culture of alcohol, while touring the main exhibition consisting of 5 galleries, can see e.g. distillation apparatus of Jan Pistorius from 1817, and see a reconstructed agricultural distillery. At the main exhibition, they can also learn about the functions served by Polish vodka in big politics, and discover the secrets of bartending and preparing various alcoholic cocktails.

Source: https://muzeumpolskiejwodki.pl/en/)

VODKA TOURISM IN POLAND

1. The Rolling Stones performed in Warsaw in exchange for a wagon of Polish vodka.
The memorable concert took place 50 years ago and since then, has managed to produce a number of myths and not necessarily true anecdotes. For this reason, many sceptics claim that the wagon story is merely an urban legend. However, numerous people involved in organising the concert confirm the story's authenticity. Unfortunately, the members of the band did not manage to consume their "pay", as the wagon was returned to Poland by the British border guards;

2. Polish vodka was served on board during the first flight of the Concorde.
It occurred in 1976, when the quality of vodka from Poland was already appreciated around the globe. Wyborowa was one of the most popular brands of vodka at the time. Its prestige grew relatively quickly and among its enthusiasts were famous artists and high-level officials. It was Wyborowa that was served on board of the then state-of-the-art supersonic passenger airplane Concorde during its inaugural flight.

Fot. P. Charzynski, April 2026

Franz Kantorowicz Vodka Factory

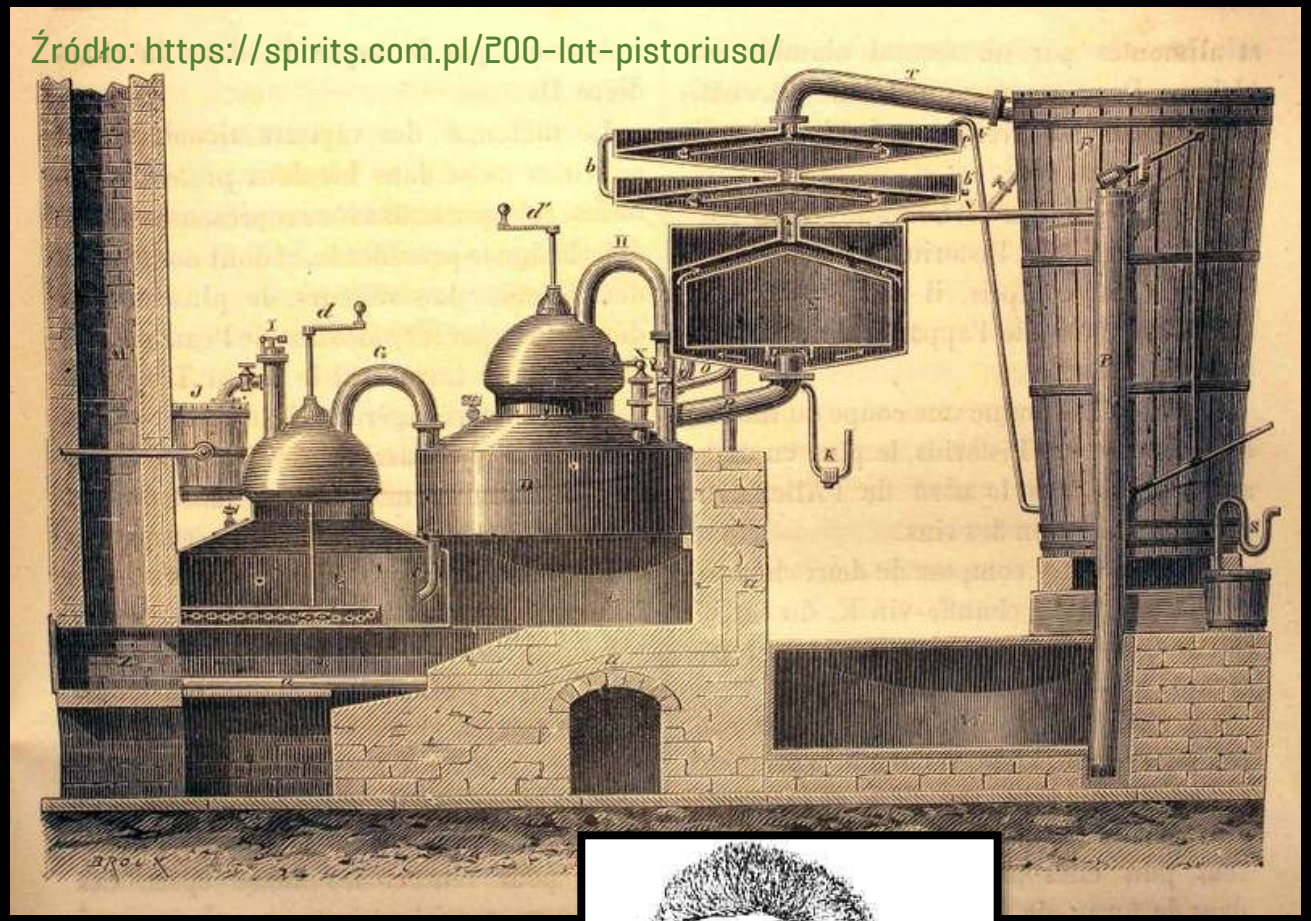
The vodka and other alcoholic beverage factory operated in Poznań from 1823 to 1968. The official creator of Wyborowa vodka, Hartwig Kantorowicz, founded his Vodka and Liqueur Factory in Poznań in 1823.The first Pistorius apparatus in Poland was installed at the plant in Ostrówek.The first large factory of the enterprise was located from 1838/1844 on Wroniecka Street 6 and was expanded in 1882.

Źródła:

https://poznan.fandom.com/wiki/Fabryka_w%C3%B3dki_i_likier%C3%B3w_Hartwig_Kantorowicz
http://www.czajkus.com/Big%20Bottles/Kantorowicz/Kantorowicz.htm
https://spirits.com.pl/fabryka-wodek-i-likierow-hartwiga-kantorowicza/

Aparat Pistoriusa

Źródło: https://spirits.com.pl/200-lat-pistoriusa/



In 1817, the first distillation column was patented, developed by the Prussian inventor, distiller, merchant, and farmer, Johann Heinrich Leberecht Pistorius (1777-1858). His invention revolutionized distilling, especially in Prussia, Austria-Hungary, and partially in partitioned Poland (in the Anglo-Saxon countries, the column still for continuous distillation was soon independently invented by the Irishman Aeneas Coffey). Pistorius's device allowed for a continuous flow of spirit production by utilizing two interconnected system devices (boilers) with a cooling system in the dephlegmator. In a closed loop powered by a steam engine and a coal furnace, the condensed liquid was divided into fractions; part returned to the boiler, while part was collected as raw spirit, which was of higher strength and better purified than with the previously used alembic distillation. Pistorius experimented with the distillation of potato vodkas. He patented his apparatus on March 21, 1817.

a

Fabryka wódek Franza Kantorowicza

The new headquarters was built in 1907 at 6 Grochowe Łąki Street (formerly Południowa). The building was designed by the Jewish architect Martin Sonnabend for Franz Kantorowicz, the owner of the Hartwig Kantorowicz trademark, a producer of vodkas and dessert liqueurs. It was common practice among the Jewish community in Poznań at the time to employ only fellow believers. All the buildings were constructed using a reinforced concrete frame (which was a very modern construction technique for that time).

Fabryka wódek Franza Kantorowicza

The Kantorowicz house and factory were designed in an exceptionally original way. At the front stood an impressive three-story tenement building, containing three apartments on each floor, along with rooms situated high above ground level in the basement. An entrance located at the edge of the property led to a courtyard where the factory was situated. Parallel to the front tenement, a reinforced concrete building was constructed, housing an office on the ground floor and the finished goods dispatch area on the upper floor. The actual factory was located in the next building, positioned perpendicular to the property, which housed the production and bottling halls for alcoholic beverages. At the rear, the complex was closed off by a technical building, stable, and carriage house. The three buildings were connected by a wing along the western boundary of the property, all constructed using the most modern reinforced concrete skeleton technology of the time, and topped with high mansard roofs covered with tiles.

Franz Kantorowicz Vodka Factory

Beneath almost the entire property were vast cellars that housed warehouses, accessible from the ground floor and upper floors via numerous freight and passenger elevators. The ventilation of these cellars was ingeniously incorporated into the thickened pillars of the brick fence along the eastern boundary of the property. Kantorowicz's factory, thanks to the technical solutions implemented, was the most modern facility of its kind in Poznań, and its fire safety measures were comparable to those of the department stores being constructed at the time.

Franz Kantorowicz Vodka Factory

To expand his market, Kantorowicz established a network of tasting rooms modeled after American fast-service bars. This had a significant impact on increasing sales.

https://wielkopolskahistorycznie.pl/2021/07/30/hartwig-kantorowicz-zanim-trunki-objeto-monopolem/

PRODUKTY FIRMY KANTOROWICZÓW –ETYKIETY–

Setna

Wódka

Śliwowica

Stołowa

Koniak Saumon

Kminkówka

Podbipieta

Creme de Noyaux

Sok wiśniowy

Krem jajkowy

Myśliwska

Imbierówka

Tinctures

Tincture is an alcoholic drink made from fruit, flower, root or herb extracts, or a mixture of ingredients, in which the alcohol content is usually 40-45%.

Tinctures are made in the maceration process, i.e. by pouring alcohol (spirit or moonshine) on the ingredients and are often sweetened with honey or sugar.

Tinctures are divided into herbal, fruity, floral and mixed.

Tinkturotourism

according to D. Orłowski & M. Woźniczko (2017):

these are themed trips to places famous for the production of tinctures, where a tourist visits at least one point related to their production, such as: a distillery, a local manufactory or an agritourism farm specializing in making tinctures.

A lover of regional alcoholic beverages has the opportunity to acquire practical knowledge in the form of tinctures workshops or participates in a tincture and culinary event in the form of (festival, holiday, competition), where he has the opportunity to taste various tinctures during it and directly purchase a homemade tinctures as a culinary tourist souvenir from the region.

Photos of tinktures by Dominik Orłowski

THE SUBJECT OF INTEREST of THE TINKTUROTOURISTS ARE :

- participating in festivals, competitions and other events presenting various tinctures;
- active participation in tincture making workshops;
- visiting culinary museums related to alcoholic beverages and themed exhibitions in other museums facilities (eg. Ethnographic);
- visits to authentic tincture production sites;

THE SUBJECT OF INTEREST of THE TINKTUROTOURISTS ARE :

- meetings with a craftsman dealing with the production of tinctures, which is combined with tasting and listening to a thematic lecture;
- purchase and collecting thematic publications that relate to history, production technology of tinctures;
- culinary travels to agritourism farms offering regional tinctures - combined with learning from host during the tincture preparation workshops;

THE SUBJECT OF INTEREST of THE TINKTUROTOURISTS ARE :

- regional cuisine melas (lunches/dinners) combined with tasting tinctures;
- picking fruits, herbs and flowers - often traditional and/or indiginous varieties, and then processing them during tincture workshops or after returning to home;
- direct purchase of traditional or regional tinctures - from members of the Country Housewife Clubs, owners of agritourism farms, family manufactories or local enthusiasts individually making local tinctures.






Tincture FESTIVAL in DZIKÓW

Kashubia Tincture FESTIVAL in KARTUZY



Tincture of the year competition during GRUCZNO TASTE Festival

L.p.	Region	Registered Traditional products (tinctures)	Name of TINCTURE (Nalewka in Polish)
1.	dolnośląskie	49 (1)	,,Likier karkonoski"
2.	kujawsko-pomorskie	81 (5)	,,Dzięgielówka", ,,Bulimączka – nalewka z kwiatów głogu", ,,Nalewka z czarnej porzeczki", ,,Nalewka orzechowa" i ,,Nalewka dereniowa".
3.	lubelskie	190 (10)	,,Janowska nalewka miodowa", ,,Żurawinówka momocka", ,,Kordiał żurawinowy kraśnicki", ,,Naleweczka gruszkówka z Kraśnika", ,,Nalewka poziomkowa leśna z Kraśnika", ,,Malinóweczka", ,,Nalewka z płatków róży", ,,Warzonka kryształówka", ,,Żurawinówka biłgorajska" i ,,Nalewka ziemiańska".
4.	lubuskie	69 (4)	,,Sosnówka", ,,Dereniówka - nalewka z owoców derenia", ,,Nalewka Deptucha z koziego mleka" & ,,Jarzębiak".
5.	łódzkie	135 (10)	,,Ratafia malinowa z Nagawek", ,,Nalewka owocowa z Nagawek", ,,Nalewka imbirowo-cytrynowa", ,,Nalewka pigwowa", ,,Nalewka z czarnej porzeczki", ,,Nalewka cierniowa", ,,Ratafia", ,,Nalewka truskawkowa z Bachorzyna", ,,Nalewka śliwkowa z Marianowa" and ,,Nalewka dereniówka".
6.	małopolskie	208 (7)	,,Nalewka łazowska – jałowcówka", ,,Imbirówka iwkowska", Jarzębiak izdebnicki", ,,Miodówka pogórska", ,,Jarzębinka", ,,Ratafia z kwiatami czarnego bzu i głogu" and ,,Miodówka ryterska".
7.	mazowieckie	125 (4)	,,Nalewka wiśniowa zakroczymska", ,,Lipówka kórnicka", ,,Domowa nalewka z tarniny" & „Nalewka nadbużańska owocowa – mirabelka".
8.	opolskie	62 (1)	,,Nalewka orzechowa".
9.	podkarpackie	225 (7)	,,Lasowiacka nalewka żurawinowa", ,,Orzechówka krzeszowska", ,,Lasowiacka nalewka z pigwy", ,,Pigwówka jasielska", ,,Wiśniówka jasielska", ,,Malinówka jasielska" i ,,Dereniówka Bask z Albigowej".
10.	podlaskie	66 (1)	,,Nalewka żenicha".
11.	pomorskie	178 (9)	,,Kaszubska nalewka bursztynowa", ,,Jagodzica po kociewsku", ,,Nalewka na miodzie lipowym", ,,Nalewka jagodowa", ,,Nebrowianka – nalewka śliwkowa", ,,Lecznicza nalewka jarzębinowa/jarzębiak", Nalewka „Onisiówka", ,,Nalewka malinówka z malin leśnych ze Wzgórz Szymbarskich", ,,Nalewka ze świętojonki (czerwonej porzeczki) i ,,Nalewka na miodzie lipowym".
12.	śląskie	144 (1)	,,Tatarczówka".

FUTURE GOAL?

POLISH TINCTURES on UNESCO Intangible Cultural Heritage List as *"The nobles and peasant tradition of making tinctures and its cultural and social context of consumption in Poland."*

United Nations Educational, Scientific and Cultural Organization · Intangible Cultural Heritage · Intangible cultural heritage

Ans Debije,
'Cheers', 2021
Oil on canvas

WHISKY

WHISKY

WHISKY

WHISKY

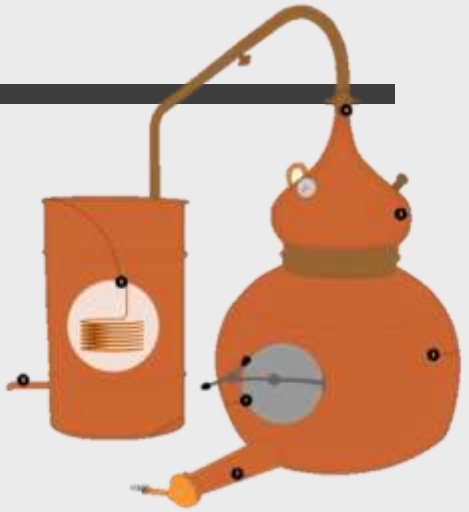
WHISKY

https://static.boredpanda.com/blog/wp-content/uploads/2014/06/scotland-landscape-photography-fb.jpg

WHISKY HISTORY OF SCOTLAND

- The first official recording of distilling stretches back to 1494, when Friar John Cor of Lindores Abbey in Fife was granted the king's commission to make acqua vitae, Latin for 'water of life;
- The first official taxes on whisky production were imposed in 1644, causing a rise in illicit whisky distilling in the country. Around 1780, there were about eight legal distilleries and 400 illegal ones;
- Two events helped to increase the popularity of whisky:
- firstly, a new production process was introduced in 1831 using a Coffey or patent still. The whisky produced with this process was less intense and smoother.
- Secondly, the Phylloxera beetle destroyed wine and cognac production in France in 1880, meaning that stocks of both in cellars around the world dwindled to almost nothing.

PRODUCTION OF WHİSKY İN SCOTLAND



1. Malting

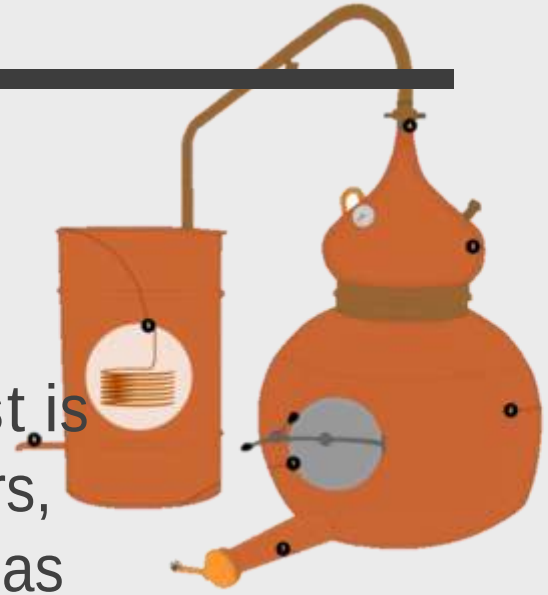
Best quality barley is first steeped in water and then spread out on malting floors to germinate. It is turned regularly to prevent the build up of heat. Traditionally, this was done by tossing the barley into the air with wooden shovels in a malt barn adjacent to the kiln;

- The dried malt is ground into a coarse flour or grist, which is mixed with hot water in the mash tun. The water is added in 3 stages and gets hotter at each stage, starting around 67°C and rising to almost boiling point;

2. Mashing

During this process enzymes are activated which convert the starch into sugar when mashing takes place. After 6 to 7 days of germination the barley, now called green malt, goes to the kiln for drying. This halts the germination. The heat is kept below 70°C so that the enzymes are not destroyed. Peat may be added to the fire to impart flavour from the smoke.

PRODUCTION OF WHISKY İN SCOTLAND

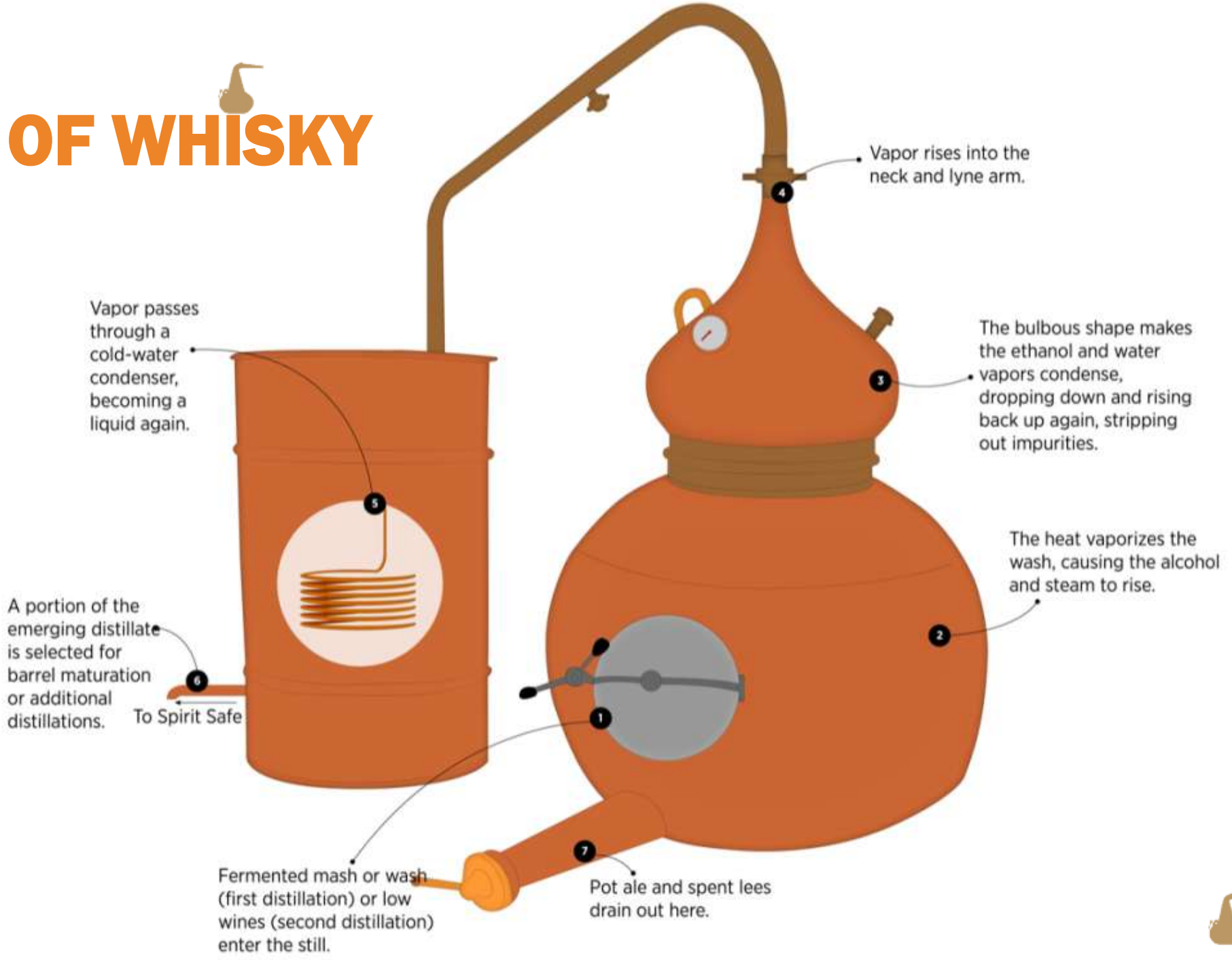


3. Fermentation

The wort is cooled to 20°C and pumped into washbacks, where yeast is added and fermentation begins. The living yeast feeds on the sugars, producing alcohol and small quantities of other compounds known as congeners, which contribute to the flavour of the whisky. Carbon dioxide is also produced and the wash froths violently. Revolving switchers cut the head to prevent it overflowing. After about 2 days the fermentation dies down and the wash contains 6-8% alcohol by volume;

In **distillation**, the still is heated to just below the boiling point of water and the alcohol and other compounds vaporise and pass over the neck of the still into either a condenser or a worm - a large copper coil immersed in cold running water where the vapour is condensed into a liquid.

PRODUCTION OF WHISKY



PRODUCTION OF WHISKY İN SCOTLAND

5. Distillation

The wash is distilled twice - first in the wash still, to separate the alcohol from the water, yeast and residue called pot ale - the solids of which are also saved for use in animal feeds.

The distillate from the wash still, known as low wines, and containing about 20% alcohol by volume, then goes to the spirit still for the second distillation. The more volatile compounds which distil off first - the foreshots, and the final runnings called feints where more oily compounds are vaporised, are both channelled off to be redistilled when mixed with the low wines in the next batch.
Only the pure centre cut, or heart of the run, which is about 68% alcohol by volume is collected in the spirit receiver.

The newly distilled, colourless, fiery spirit reduced to maturing strength, 63% alcohol by volume, is filled into oak casks which may have previously contained Scotch whisky, bourbon or sherry, and the maturation process begins.

- **Single Malt** – To qualify as single malt, the Scotch must be made from a mash of 100% malted barley and distilled at a single distillery by way of a pot still distillation process.
- **Single Grain** – Despite the name, single grain Scotch can incorporate other whole cereal grains (malted or unmalted) into the mash. The whisky must be distilled at a single distillery and it can be distilled continuously in continuous stills or column stills.
- **Blended Malt** – A blend of single malt Scotch whiskies from at least two different distilleries.
- **Blended Grain** – A blend of single grain Scotch whiskies from at least two different distilleries.
- **Blended Scotch** – A blend of single malt and single grain Scotch whiskies.

REGİONS OF THE WHISKY İN SCOTLAND

Scotland was traditionally divided into four regions: The Highlands, The Lowlands, The Isle of Islay, and Campbeltown. Due to the large number of distilleries found there, the Speyside area became the fifth, recognised by the Scotch Whisky Association (SWA) as a distinct region in 2014. The whisky-producing islands other than Islay are not recognised as a distinct region by the SWA, which groups them into the Highlands region.

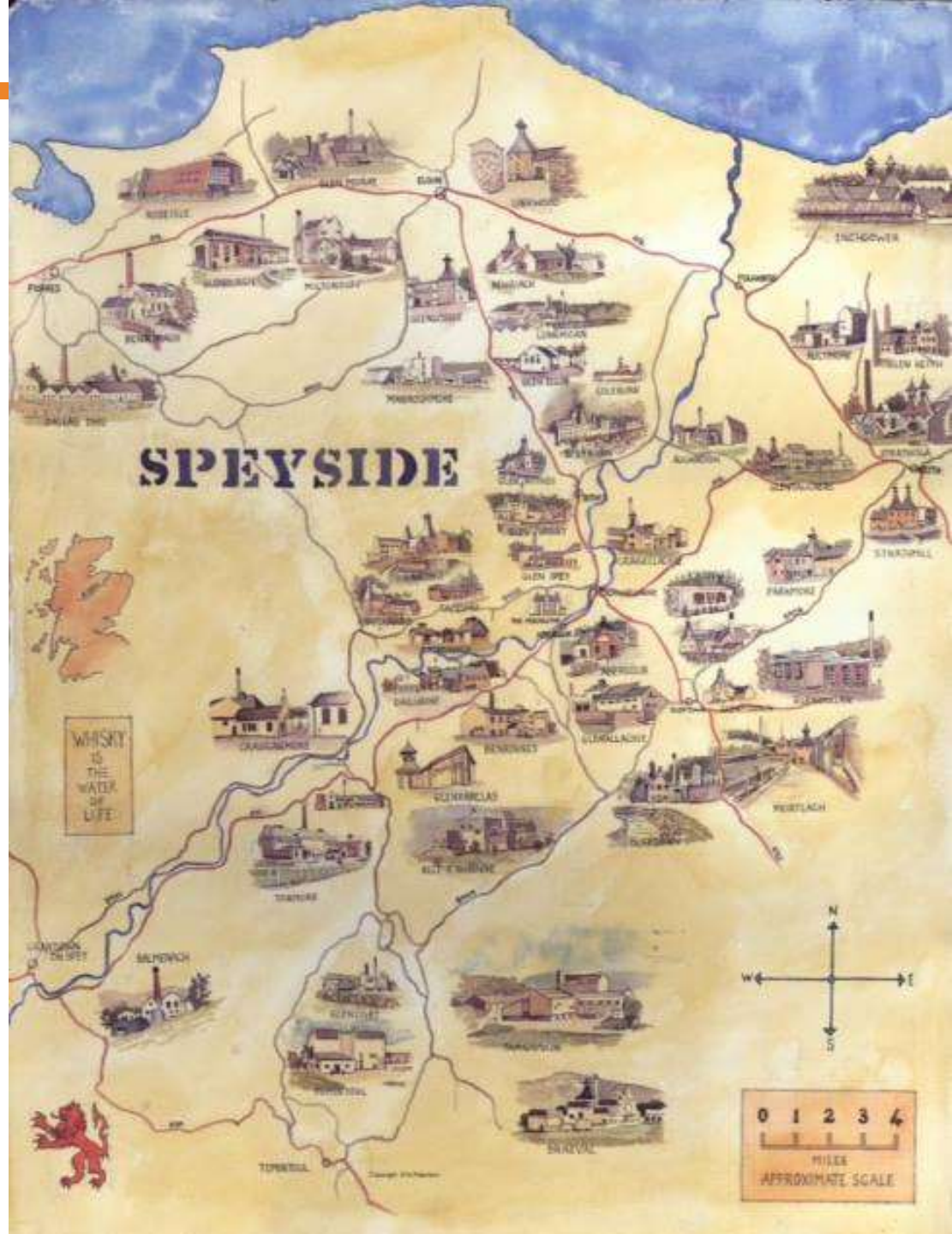
https://i.pinimg.com/originals/19/58/bb/1958bb594a74fc3c288e3365bea18d78.jpg

THE LOWLANDS

- There were 18 Lowlands distilleries in the region as of 2019, according to the website of the national tourist board,

SPEYSIDE

- Speyside gets its name from the River Spey, which provides water to many of the distilleries;
- It has the largest number of distilleries of any region;
- the region has approximately 50 distilleries within its geographic boundaries;
- has officially been recognised as a region, distinct from the Highlands, since 2014;
- Region characteristics: vary greatly from "rich and textured to fragrantly floral"; in general, "sweet, "caramel", "fruity" and



Eight malt whisky distilleries and a cooperage form the **Malt Whisky Trail** in Scotland's Speyside. Seven of the eight distilleries are in production and operational, whilst the Dallas Dhu distillery is a historic distillery. The Malt Whisky Trail is a local theme route marketing initiative, established to promote the region's whisky-related cultural heritage and encourage tourism.

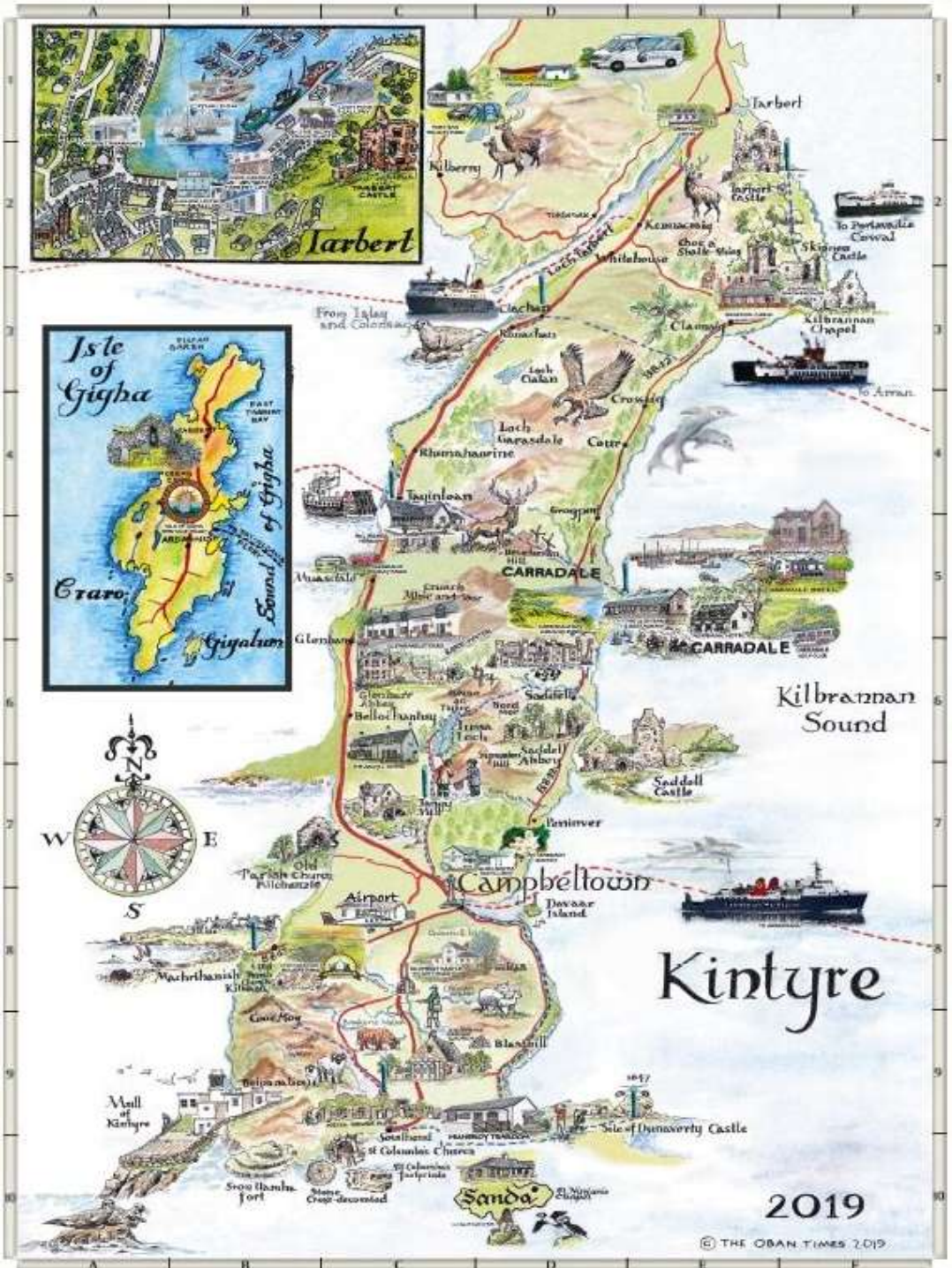
Over half of Scotland's malt whisky distilleries are in Speyside

THE HIGHLANDS

https://www.tudor-house.pl/page/show/id/104/Whisky-o-krystalicznym-destylacie-Glengoyne.html

- The Highlands is by far the largest region in Scotland both in area and in whisky production. This massive area has over 30 distilleries on the mainland. Region characteristics: "fruity, sweet, spicy, malty", according to the national tourist board. When the Islands sub-region is included, the total number of distilleries is 47.
- Some Highland distilleries: Aberfeldy, Edradour, Balblair, Ben Nevis, Dalmore, Glen Ord, Glenmorangie, Oban, Glendronach, Old Pulteney, Tullibardine and Tomatin.
- The Islands, an unrecognised sub-region of the Highlands, includes all of the whisky-producing islands but excludes Islay: Arran, Jura, Mull, Orkney, and Skye: with their respective distilleries: Arran, Jura, Tobermory, Highland Park and Scapa, and Talisker.

https://www.obantimes.co.uk/wp-content/uploads/sites/64/2019/04/Kintyre-Map-2019.jpg



CAMPBELTOWN

- A small western coastal town in the remote Kintyre Peninsula – it was once home to over 30 distilleries, but now has only three in operation: Glen Scotia, Glengyle, and Springbank (oldest, estab. In 1828). This region single malts boast unique characteristics that are considered by serious malt lovers to represent a distinct region in its own right

ISLAY

- Islay has nine producing distilleries: Bowmore is the oldest, having opened in 1779. Region Characteristics: distilleries in the south make whisky which is "medium-bodied ... saturated with peat-smoke, brine and iodine" because they use malt that is heavy with peat as well as peaty water. Whisky from the northern area is milder because it is made using spring water for a "lighter flavoured, mossy (rather than peaty), with some seaweed, some nuts..." characteristic.

https://en.wikipedia.org/wiki/File:Scotland_Argyll_and_Bute_Islay_Lagavulin_Distillery_01.jpg

ISLAY

STATİSTİCS

- The Scotch Whisky Association estimated that Scotland's whisky industry supported 40,000 jobs and accounted for £4.37 billion in exports in 2017. Of that total, single malt Scotch accounted for £1.17 billion in exports, a 14% increase over 2016.
- Whisky tourism has also become significant and accounts for £68.3 million per year.
- Exports in 2018 again increased 7.8% by value, and 3.6% in number of bottles, in spite of the duty imposed in 2017; exports grew to a record level, £4.7 billion.
- The US imported Scotch whisky with a value of just over £1 billion while the European Union was the second largest importer, taking 30% of global value.

- What will be Brexit effect on Scotch Whisky export?

WHİSKY TOURISM

- **The Scotch Whisky Experience** is a whisky visitor attraction located on Castlehill in the Old Town of Edinburgh, immediately adjacent to the esplanade of Edinburgh Castle. The centre offers tours and whisky tutoring sessions, alongside a shop, corporate spaces and Amber Restaurant & Whisky Bar.
- Adress: The Royal Mile, 354 Castlehill, Edinburgh EH1 2NE, United Kingdom
- Opening hours:Open all days from 10:00 to 17:00

https://en.wikipedia.org/wiki/File:Scotch_Whisky_Heritage_Centre,_Edinburgh_-_geograph.org.uk_-_932290.jpg

THE SCOTCH WHISKY EXPERIENCE

WHİSKY TOURISM

https://stophavingaboringlife.com/scotch-whisky-experience-edinburgh/

GLENFIDDICH DİSTİLLERY

- Local fields barley-gold. All year round spring water bubbles in the glen. As alive as that day in 1886 when the founder William laid the first stones that built one of the oldest family-owned Scotch whisky distilleries.Glenfiddich,in the Valley of the Deer.
- Opening hours: Monday to Sunday 9.30am - 4.30pm. All year round.
- Adress:Glenfiddich Distillery, Dufftown, Banffshire AB55 4DH

https://www.glenfiddich.com/distillery/

WHİSKY TOURISM

TOURS İN GLENFIDDICH DİSTİLLERY

PACKAGES & PRICES 2021

DURATION

1 Hour 30 Minutes

WALK

Visitor Centre
Mash House
Still House
Bottling House
Warehouse 1
Dramming Centre

TASTE

Glenfiddich 12 Year Old
Glenfiddich 15 Year Old
Glenfiddich 18 Year Old

BOOKING

BOOK NOW

£10pp.
Currently closed for Visitors

DURATION

2 Hours

WALK

Visitor Centre
Mash House
Still House
Warehouse 1
Warehouse 8
Bottling Hall

TASTE

5 Glenfiddich Single Malts

BOOKING

BOOK NOW

£30pp.
Currently closed for Visitors.

DURATION

2 Hours 30 Minutes

WALK

Visitor Centre
Mash House
Still House
Warehouse 1
Warehouse 8
Bottling Hall
Malt Master's Suite

TASTE

4 x 15 Year Old Cask Samples

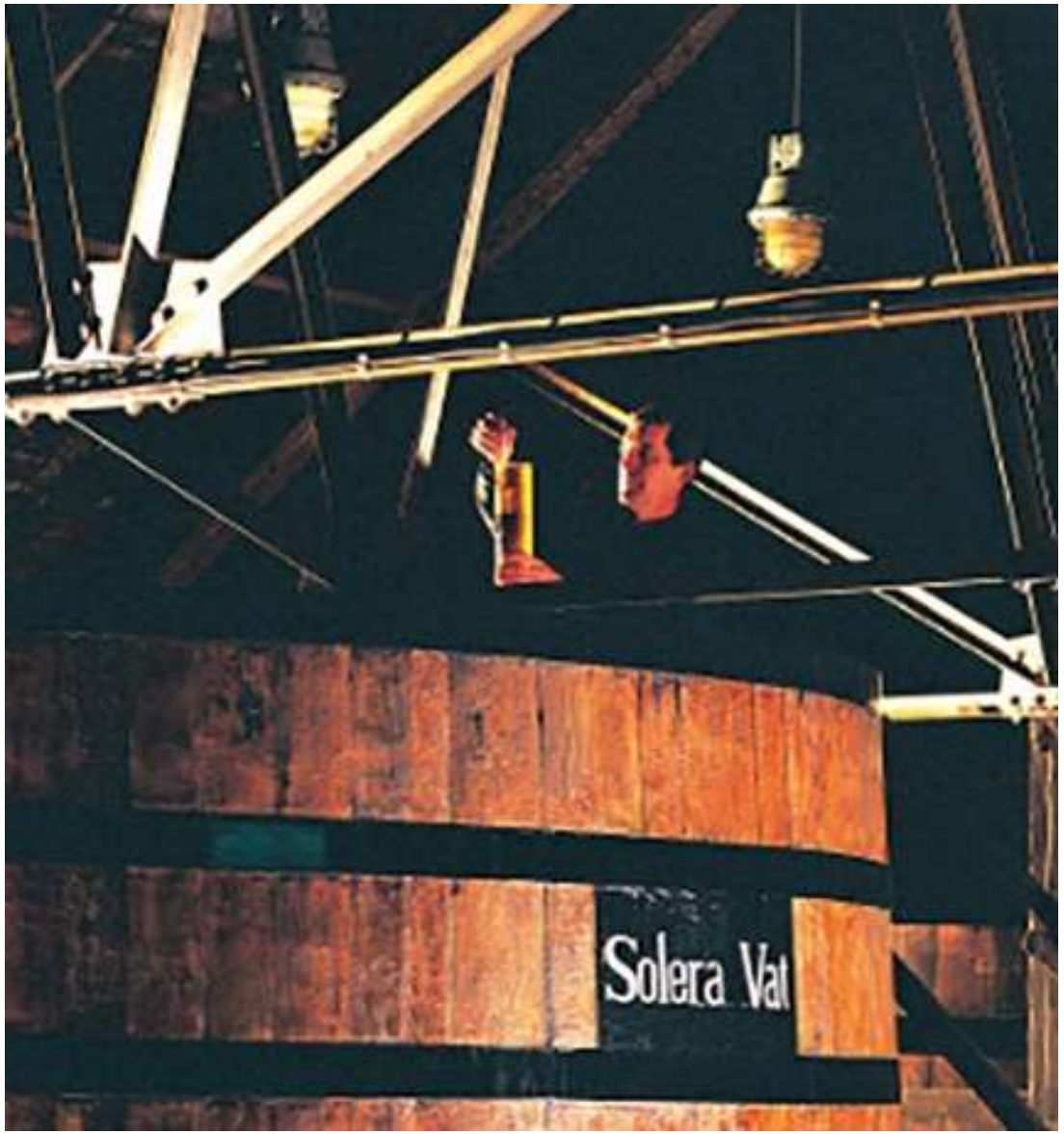
BOOKING

BOOK NOW

£50pp.
Currently closed for Visitors

WHİSKY TOURISM

https://www.glenfiddich.com/au/distillery/



https://www.glenfiddich.com/distillery/

Fot. P. Charzyński 2023

Fot. P. Charzyński 2023

Fot. P. Charzyński 2023

Fot. P. Charzyński 2023


Fot. P. Charzyński 2023

Peated whisky is given a smoky flavour by compounds which are released by the peat fires used to dry malted barley. The Length and intensity of exposure to the peat smoke dictates the strength of this flavour as do the characteristics of the peat itself.


LAGG 700
Each of the names on this wall belongs to an individual or group who have purchased one of the first casks filled at the Lagg Distillery. Together they form the Lagg Cask Society, exclusively made up of only 700 cask owners.
LAGG CASK SOCIETY
ISLE OF ARRAN

Mexico

Source → https://www.decanter.com/spirits/learn-about-tequila-4028

History of Tequila

- The history of tequila extends way back to the age of Aztecs. Drink that the Aztecs used to make from blue agave plants is named **PULQUE**. The inhabitants of Aztec discovered that they could ferment the heart of the blue agave plant and produce a drink from it. This drink is regarded as the ancestor of modern-day tequila and had a milky appearance due to unrefined fermentation methods employed back then. This continued for many decades, with the drink remaining strictly local to the Aztecs. The milk-like beverage was so popular that the Aztecs worshipped 2 gods identified with the spirit: **Mayahuel**, goddess of the maguey and her husband **Patecatl**, the god of pulque.

- Then in the 16th century, the Spanish Conquistadors arrived in Mexico with the intention of establishing a colony there. One of their first stops was the Mexican town of Tequila, who was familiar with the fact that the blue agave plant can produce a rival alcoholic drink to substitute whiskey and brandy that the Spanish brought with them. Because no one in Mexico made brandy or whisky back then, the Spanish began to run out of patience when their alcohol stocks began to decline.

Source → https://www.eturbonews.com/180625/tequila-so-many-choices-so-little-time/

History of ~~tequila~~ pulque

Alcohol by volume 2–7%

Depiction of the goddess Mayahuel source → Codex Rios, 16th century.

Pulque (Classical Nahuatl: metoctli), or **octli**, is an alcoholic beverage made from the fermented sap of the maguey (agave) plant. It is traditional to central Mexico, where it has been produced for millennia. It has the color of milk, somewhat viscous consistency and a sour yeast-like taste. After the Spanish Conquest of Mexico, the drink became secular and its consumption rose. The consumption of pulque reached its peak in the late 19th century. In the 20th century, the drink fell into decline, mostly because of competition from beer

A pulqueria in Tacubaya in the 1880s

Aztecs depicted in the Codex Magliabechiano (folio 85r) drinking **pulque** on the feast of Quecholli. In the center, the god Mixcoatl drinks from a jug using a straw. To the left, a woman vomits.

source → https://en.wikipedia.org/wiki/Alcohol_and_Native_Americans

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria "la flor pura" en Tacubaya; Library of Congress.

A pulqueria in Tacubaya 1880s

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria "la flor pura" en Tacubaya; Library of Congress.

~~tequila~~ pulque tourism

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria „El Triunfo la Onda Fria"; Library of Congress.

the state of Hidalgo has about 250 pulque haciendas, many of which have been abandoned or converted to other uses, such as ranching. Their tinacals have either disappeared or been converted into storage or party rooms. A few remaining ones continue to make pulque, but use more modern and sanitary facilities. In Tlaxcala, the federal Secretariat of Tourism and the state government have organized a tour called the "Pulque Route", which includes the main haciendas that still make the beverage in this state. It is a two-day route which begins at the Church of La Barca de la Fe in Calpulalpan to the San Bartolo Hacienda, which is the principal exporter of canned pulque. This hacienda was the property of Ignacio Torres Adalid, who was called the "king of pulque". Today, it belongs to Ricardo del Razo. The tour also covers maguey fields like those around a town called Guillermo Ramirez.

A pulqueria (pulque bar) on Plaza Garibaldi in Mexico City (2007)
source → https://en.wikipedia.org/wiki/Pulque

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria "la flor pura" en Tacubaya; Library of Congress.

~~tequila~~ pulque tourism

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria „El Triunfo la Onda Fria"; Library of Congress.

most haciendas were the result of a constructive process that started in the 16th century, with mixed architectural styles and methods of both Mexico and Europe. One characteristic feature is Neo-Gothic towers. The Santiago Tetlapayac Hacienda has murals related to charreada and attributed to the painter Icaza. The Zotoluca Hacienda has an octangonal floorplan in Neo-Moorish style and was restored in the 1950s. But the center of each of these pulque haciendas is the tinacal. They were planned and decorated befitting their importance. Almost all have interesting architectural details, such as a specially decorated main doorway, murals or sculpted windows. Some are considered works of art, such as the tinacal at the Montecillos Hacienda or the one at the San Antonio Ometusco Hacienda, which also has an elegant canopy covering the shipping dock with moulded iron columns and walls decorated with murals relating to the history of pulque.

A pulqueria (pulque bar) on Plaza Garibaldi in Mexico City (2007) source → https://en.wikipedia.org/wiki/Pulque

Source → Jackson, William Henry - http://memory.loc.gov/master/pnp/cph/3b40000/3b42000/3b42100/3b42128u.tif ; Pulqueria "la flor pura" en Tacubaya; Library of Congress.

Sources →

http://www.miambiente.com.mx/notas/del-pulque-al-maguey-documental-que-revalora-la-cultura-pulquera/

→

https://mxcity.mx/2017/02/fotos-antiguas-de-pulquerias-de-la-ciudad-de-mexico-fotos/

Sources →
https://lordsofthedrinks.com/2015/05/13/the-aztec-myth-of-the-400-drunken-rabbit-gods-explains-all-levels-of-intoxication/

The Aztec Myth of the 400 Drunken Rabbit Gods Explains All Levels of Intoxication

Many old civilizations had Gods for just about everything: the sun, the sea, lightning and often quite a few for alcohol related matters. The Aztecs were no exception. Even though they had very strict laws on alcohol use and abuse, no other tribe or culture had as many 'Booze Gods' as the ancient habitants of Mexico. The 400 drunken Rabbit Gods were the children of the Goddess of Alcohol Mayahuel and Petecatl, God of Medicine. These 400 thirsty bunnies stood for the infinite ways in which people could intoxicate themselves. Infinite? Yes, in the Aztec numbering 400 was such a big number that it also meant infinity. So when someone got absolutely smashed, people would say he was 'drunk as 400 rabbits'. But some of the rabbits also had names and background stories.

Pulque played an important role in religious rituals. But the drink wasn't for just anyone to drink, only old people could taste from this sacred potion. Youngsters who got caught drinking were severly punished, with ´death by strangling´ as the ultimate penalty. The reason that young Aztecs couldn't drink pulque originated in a myth. In this story the Goddess of Flowers (including the manguey and its sap), Xochitl, gave some pulque to the King of Tula, who got drunk and raped her. It made her also the Godess of Early Sexuality and Prostitutes. From then on the Aztecs made sure that drinking became a sole activity of the old and experienced men, who could control themselves.
After the rape incident Mayahuel became the new Goddess of Pulque. According to the myth she had 400 breasts that all gave quality fermented maguey sap. The 'infinite' amount of children she had with her husband Petecatl, who was believed to be responsible for fermentation, were pictured as rabbits, which she nursed with this alcoholic beverage. Since Mayahuel had so many mouths to feed, it's no wonder she was also connected to fertility and nourishment. The Aztec name for this nest of bunnies was Centzon Totochtin, which literally means 400 rabbits, but they were often referred to as the Gods of Drunkenness. According to the legend they would gather on a regular basis to test their livers. Here are some of the main characters from this chapter of Aztec mythology:

Macuil Tochtli – 'Five Rabbit', took things a little further. Officially he is the God of Alcoholic Beverages, but he also stood for excess with alcohol and the consequences for that behavior. Basically the Rabbit God of Getting Smashed and Hangovers;
Tezcatzoncatl – 'The Straw Mirror'

History of tequila

- The people of Tequila had learnt of a new distillation technique that the Spanish conveyed to them, a technique that allowed them to produce a clear spirit from the blue agave plants as compared to the milky drink the Aztecs used to make. The townsfolk used the technique to produce the very first batch of Tequilas, naming the drink after the town where it originated. The Spanish were overjoyed and took the drink with them to wherever they went next, including North America.
- The drink slowly gained traction in areas outside Mexico. While it spread rapidly in the country, it took centuries for other countries to develop an interest in Tequila. Once the drink hit peak popularity outside Mexico, the government of Mexico passed a law that Tequila can only be legally made in Mexico to avoid fakes and keep quality controls in check. Since then, Tequila is the drink of Mexican origin, with other countries importing it from there for sales and distribution.
- Today, Tequila holds an important place in the beverage industry both due to its unique taste and due to the strict manufacturing standards monitored directly by the Mexican government.

Source → https://www.vectorstock.com/royalty-free-vector/tequila-with-lemon-traditional-mexico-culture-vector-22913256

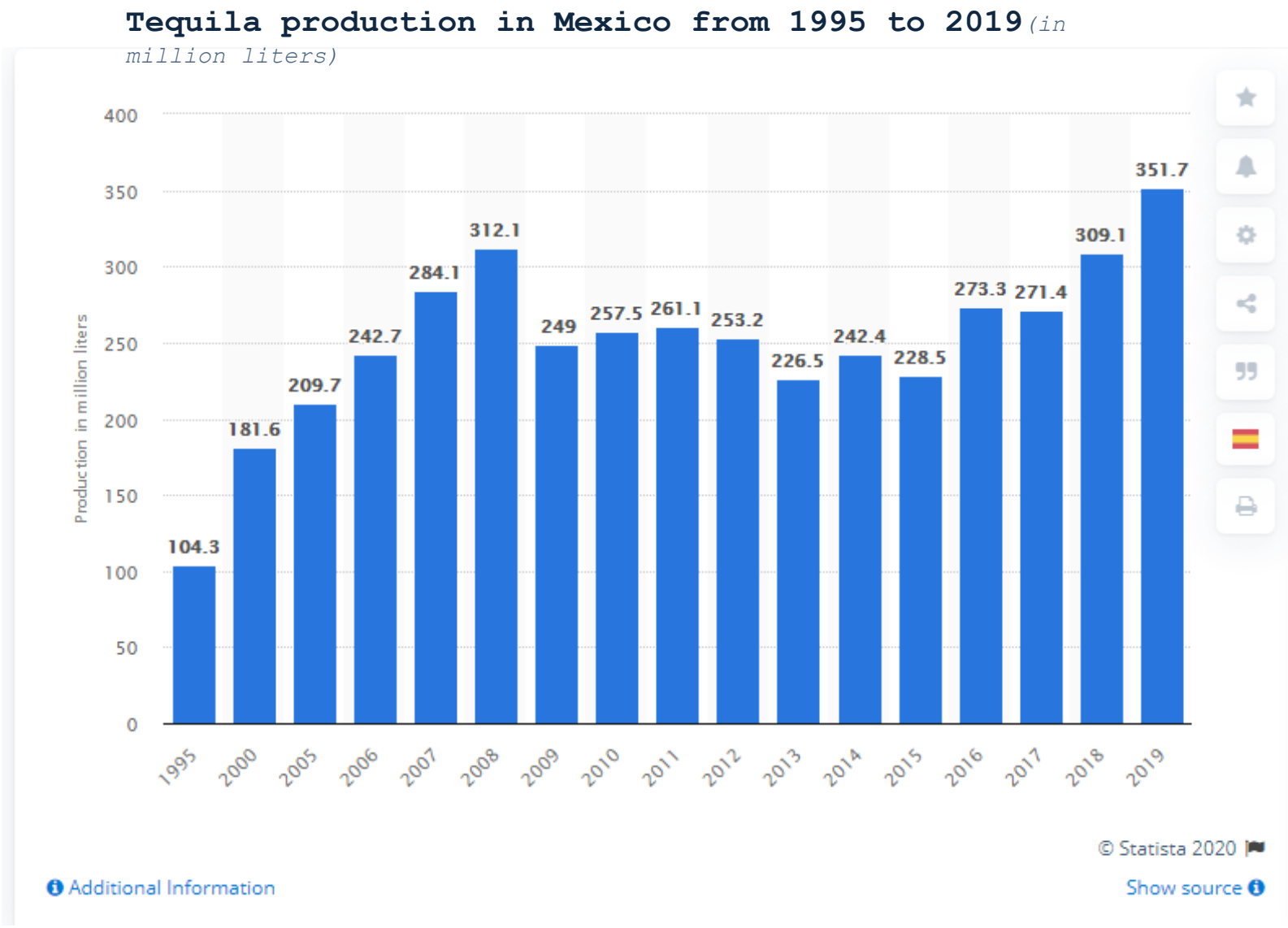
Location & Map

- Tequila can only be produced in 5 specific regions in Mexico;
- To be considered tequila, it must be produced in Mexico–just like how Champagne is only Champagne if it hails from the Champagne region of France.
- Tequila is only deemed legitimate if it's produced in the country itself, mainly in the western Mexican state of Jalisco, however, the states Guanajuato, Michoacán, Nayarit, and Tamaulipas are also acceptable.

Source →
https://pappasitos.com/tequila/

Production

- In 2019, Mexico produced 351.7 million liters of tequila. In that year, 70 percent of that production was destined to exports.



Source → https://www.statista.com/statistics/311696/mexico-s-tequila-productio

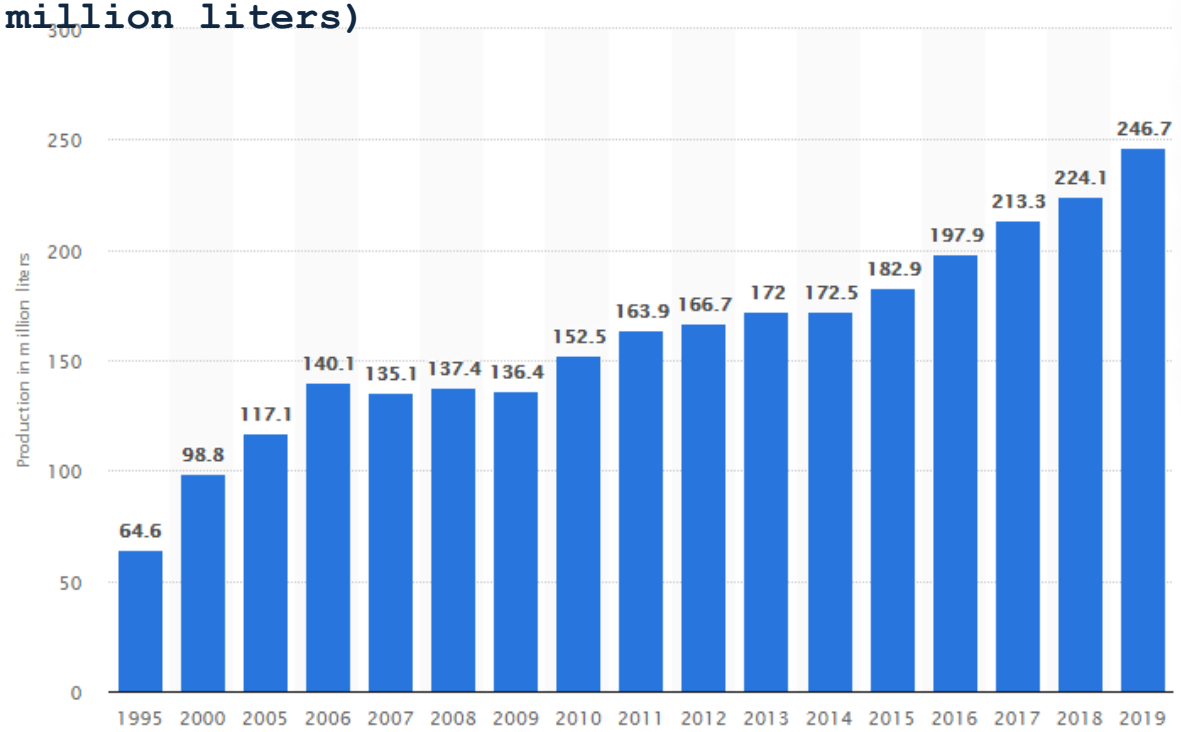
Export

- In 2019, Mexico exported 224.1 million liters of tequila worldwide, which accounted for more than 70 percent of the country's tequila production that year.
- In 2019, the United States was the leading recipient of Mexico's tequila exports. In that year, the U.S. imported more than 204 million liters of tequila from the country, more than 40 times the value imported by Germany, Mexico's second most important tequila export partner.

Leading countries of destination of tequila exports from Mexico in 2019 (in 1,000 liters)

Source → https://www.statista.com/statistics/311749/mexico-s-export-quantity-of-tequila-by-country/

Mexico's exports of tequila from 1995 to 2019 (in million liters)



Source → https://www.statista.com/statistics/311742/mexico-s-export-amount-of-tequ

National Tequila Day in mexico

- July 24th is National Tequila Day. On this day you can celebrate your love of this famous Mexican spirit by enjoying a tequila with friends and posting it on social media with the hashtag #nationaltequiladay.
- National Tequila Day first started in the USA and Mexico and is celebrated with several tequila festivals and tours of tequila distilleries along what is known as the tequila trail in Jalisco. In recent years, the celebration has also been adopted in the UK due to the rising popularity of the drink. On national Tequila day in the UK, although celebrations are smaller than in the USA, you will find tequila on offer in many bars and supermarkets.
- According to The Guinness Book of World Records, the most expensive bottle of tequila ever sold went to a private collector for $225,000. The bottle was made from white gold and platinum and contained six year-aged tequila worth $2,500.

Source → https://www.pinterest.ie/pin/847521223607506573/

The plant – blue weber agave

- About 200 species of agave are recognized, each with their own beauty. Agave, also commonly referred to as Maguey, have been used as a source of food, fiber, medicine, shelter and tools (like pins and needles) for the past 9,000 years. And one (and only one) variety of the Maguey is used to create tequila – the Weber Blue Agave.
- Grown in the arid soil of five Mexican states, this blue beauty features thick fleshy leaves ending in sharp points with thorns along the edges. It takes about eight years of careful cultivation before the ripe piña can be harvested by a Jimador. A mature piña usually weighs 80 to more than 150 kg(although most are under 100 kg).

Source → https://longislandloutequila.com/calle-23s-new-high-proof-blanco-is-outstanding/

jimador

Not just anyone can harvest the piña of the Blue Weber Agave. It's a skill that has been passed down from father to son for generations and a title that is earned. Being a **Jimador**, or harvester means knowing everything from when the piña is ripe and how to avoid the sharp spines of the plant, to mastering the razor-sharp edge of the long-handled coa tool.

Source → https://www.tasteatlas.com/mexico

THE jimador

- When the plants are ready, the Jimador cuts the piña from its stalk. Then using his razor-sharp coa, he chops the 200 or more six- to seven-foot, thorn-covered leaves close to the head, then turns the plant over to chop away the remainder. A Jimador can trim a large agave in about three to six minutes.
- Methodical, but fast and efficient, a good Jimador can harvest more than a ton of piñas in a day!

Source → https://pappasitos.com/tequila/

HOW TEQUILA IS CRAFTED

- STEP 1 – BLUE AGAVE IS GROWN
- It all starts with the Blue Weber Agave. Planted in central Mexico, each plant is tended by hand for eight to ten years by men who have learned their craft at the feet of their fathers and grandfathers. In that time, these “protectors” battle drought, insects and disease until the Blue Agave is ready for harvest.
- STEP 2 – THE HARVEST
- After eight to ten years of constant care, the Blue Weber Agave produces a fruit called a piña that can be harvested. And like everything else involved in making tequila, harvesting takes a special skill. When the piña is ripe, a Jimador uses a razor-sharp tool called a coa to strip the 200 or more six- to seven-foot, thorn-covered leaves away and cut it from the stalk.

Source → https://longislandloutequila.com/calle-23s-new-high-proof-blanco-is-outstanding/

HOW TEQUILA IS CRAFTED

- **STEP 3 –BAKED IN OVENS**
- During this step, the piñas are baked to transform the complex carbohydrates into simple, fermentable sugars. Cooking softens the piña, making the process of sugar extraction easier. Once cooked, the piñas are crushed to release the juice, or “aguamiel,” that will be fermented.
- **STEP 4 – FERMENTATION**
- This is where the magic really begins. The aguamiel is put inside large wooden vats or stainless-steel tanks. Then yeast is added. Traditionally the yeast that grows naturally on the agave leaves is used; but today, many distilleries use cultivated yeast for fermentation. As the yeast consumes the sugar, alcohol is created. Fermentation typically takes between seven and twelve days.

Source → https://www.visitmexico.com/en/destination/tequila/

HOW TEQUILA IS CRAFTED

- **STEP 5 – DISTILLATION**
- The fermented aguamiel is then double distilled using Alembic copper pot stills or stainless-steel pot stills to produce that wonderful legend we call tequila.
- **STEP 6 – AGED AND BOTTLED**
- Finally the tequila is ready to be poured into charred American or French oak barrels for aging or bottled instantly for your enjoyment.

Source → https://blog.distiller.com/agave-tequila-mezcal/

Types of TEQUILA

- **Blanco or Plata**
- The most common type and the original form of tequila. It's considered 'unaged' and is under 60 days old. It may be bottled fresh from distillation or sometimes stored in stainless steel tanks before bottling. Sometimes this is a harsh, young (joven) drink, but it can also be tastier and more robust than highly refined varieties, especially if it's marked "100% agave." Some distillers may 'rest' Blanco tequilas in large oak barrels for more smoothness - the maximum allowable period is 30 days.

Source → https://www.totalwine.com/spirits/tequila/blanco-silver/don-julio-blanco-tequila

Types of TEQUILA

- **Joven Abocado or Oro**
- Basically the same as blanco, but with coloring and flavoring ingredients added to make it look aged and smoothen the harshness. These are also called suave or oro (gold) because of its coloring - usually through added caramel and sometimes oak essence, up to 1% total weight. In the industry they're known as mixto, or mixed blends. Generally they're not as good as 100% agave, but they are also very popular for export sales. Note that Herradura also calls its 100% agave reposado tequila "gold," but it is not to be confused with a gold mixto.

Source → https://tequilamatchmaker.com/tequilas/5857-arandas-oro-tequila-go

Types of TEQUILA

- **Reposado**
- This tequila is aged from two months to a year in large oak casks or smaller barrels. These casks may be as large as 20,000 liters. This is where the tastes become richer and more complex. The longer the aging, the darker the colour and the more the wood affects the flavor, although the larger the cask, the less the wood contact. Reposado accounts for more than 60% of all tequila sales in Mexico. It was the first type of aged tequila. Some companies use the same small barrels for añejo and reposado tequilas while others prefer the high-capacity vats. The larger the vat, the less the wood contact with the aging tequila.

Source → https://www.crownwineandspirits.com/casa-noble-tequila-reposad 50ml/

Types of TEQUILA

- **Añejo**
- Now called "extra aged" - stored in government-sealed barrels of no more than 600 liters, but usually about 200 liters, for a minimum of a year. They may be aged longer - if eight to ten years, although many authorities say tequila is at its best at four or five years. It may be removed from the barrels and racked into stainless steel tanks after four years because evaporation in the barrels can reach 50% or more in some areas. Many of the añejos become quite dark and the influence of the wood is more pronounced than in the reposado variety.

Source → https://www.food4less.com/p/don-julio-anejo-tequila/0067454500

Types of TEQUILA

- **Extra Añejo**
- Extra añejo tequila must be aged a minimum of three years in oak barrels. That's nothing for whiskey – but it's too long for a lot of tequila fans. Fans of XAs often say they enjoy "the complexity and depth that an oak barrel can bring."
- For an aged product, extra añejo (XA) is a relatively new category, only established in 2006. But it's gaining popularity quickly: while tequila itself has seen a average growth of about 6% in volume per year since 2002, the super premium categories have grown as much as eight times faster, according to the Distilled Spirits Council.

Source → https://www.liquorama.net/patron-extra-anejo-tequila-750ml.html

TEQUILA

to try in Mexico

Centenario

- This brand of tequila has been produced in Jalisco for more than 150 years. The creator of the company was Lázaro Gallardo, first Master Tequilero. They sell four types of Tequila: Silver, which is 100% blue agave and has been rested in a barrel for 28 days; Rested, which has been rested in French oak barrels for an average of seven months; Extra Aged, with three years of rest in new American white-oak barrels; and Gran Centenario Legend, double-distilled from selected agave plants and aged in French oak barrels. They are all great choices.

Source → https://grancentenario.com/tequila-brand-heritage/

TEQUILA and Mezcal Museum in Mexico City

- **How to get to the Tequila Museum in Mexico City**
  Mexico City is a monster, a gaping never ending metropolis, a city built on a lake. The Tequila Museum is central though, it is situated in Garibaldi Square and is a relatively new building.
- **How much does the museum cost?**
  It's a fixed price of 50 Mexican Pesos. Included in the price is a tequila tasting in the bar.
- **1.Ground Floor.**
  The main entrance includes the ticket desk to pay, a cool bar and a big souvenir shop.

Source → http://dontstopliving.net/thirsty-thursdays-touring-the-tequila-and-mezcal-museum-in-mexico-city-mexico/

TEQUILA and Mezcal Museum in Mexico City

- **2. First Floor.**
  This is the main museum part and features two rooms. The first room has videos showing the production process from harvesting agave plants until it goes in your mouth.
- There are information boards explaining the process in English and Spanish. There are some displays. There is a massive map of Mexico showing where the agave plants all are.
- **3. Terrace Bar and Restaurant**
  The top floor is where the terrace bar and restaurant is, and it is here where you use your voucher to get a free sample.

Sources → http://dontstopliving.net/thirsty-thursdays-touring-the-tequila-and-mezcal-museum-in-mexico-city-mexico/

TEQUILA and Mezcal Museum in Mexico City

- There is a full cabinet in the same room displaying hundreds of full bottles of tequila in many styles and varieties!

Sources → http://dontstopliving.net/thirsty-thursdays-touring-the-tequila-and-mezcal-museum-in-mexico-city-mexico/

Puerto Vallarta

- Impress your friends at your next National Tequila Day fiesta by learning some new party tricks at the Viva Tequila Museum in Puerto Vallarta. In this fully immersive and interactive museum, learn how to sniff out high- and low-quality tequila with an aroma sensory game. Discover how to identify the 5 official classifications of tequila: blanco, joven, reposado, añejo, and extra añejo. Then, test your knowhow by inspecting barrels during a tequila tasting with a tequila expert. For an afternoon on the town, delve into Puerto Vallarta's foodie scene on a tacos, tequila, and cocktail walking tour led by a master mixologist. From the jalapeno margarita to the handmade carne asada tacos, it's sure to be a lively time of culinary delight.
- Available hours:
  Monday to Friday: 12:00 pm / 2:00 pm / 4:00 pm / 6:00 pm
  Saturdays: 12:00 pm / 2:00 pm
- Location → Uruguay 134 Col. 5 de Diciembre Centro,
  Puerto Vallarta, Jalisco

Sources → https://www.expedia.com/things-to-do/viva-tequila-museum-and-tasting-experience.a449708.activity-

TEQUILA TOUR - GUADALAJARA

National Tequila Day - town of Tequila in Jalisco,

Source →https://viewfinder.expedia.com/best-tequila-tours-in-mexico/

DESIGNATION OF ORIGIN

MEZCAL

State
Year when it was added to DO
Proportion (%) of the state authorized with DO.

Mezcal is a spirit that must be made 100% from agave and it must be produced within the territory of these Mexican states:

If it is not produced in the region authorized by the Designation of Origin, it can not be called Mezcal instead must be referred to as the generic term "destilado de agave" (agave spirit).

States that have requested the DO: Aguascalientes, Edo. de México, Morelos & Sinaloa.

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OF SPIRITS AND LIQUEURS
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Espadin agave field in Santiago Matatlan, Oaxaca. Photo: OMAR TORRES/AFP via Getty Images

Preparing agave hearts for mezcal

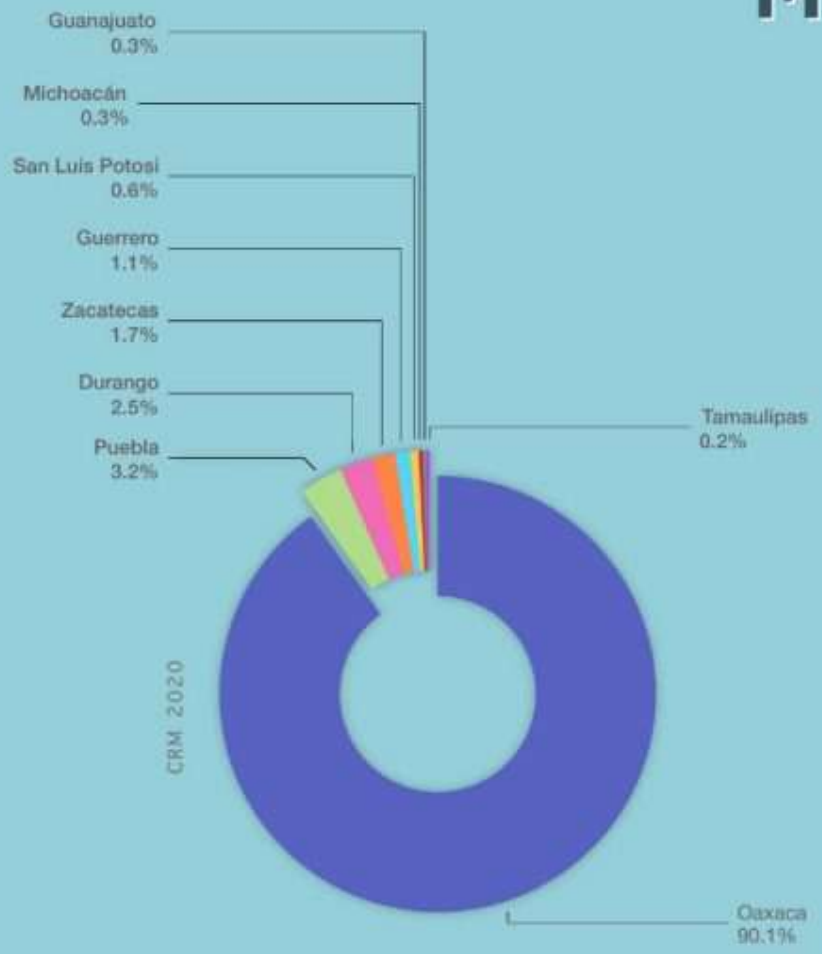
Mezcalero

Gregorio Martinez chopping up roasted piñas (agave hearts) to be ground with a large stone called a

tahona.

DESIGNATION OF ORIGIN

MEZCAL



MEZCAL PRODUCED PER STATE IN 2019

MEZCAL PRODUCED PER STATE DURING 2016 - 2019

STATE	2016	2017	2018	2019
Oaxaca	83.5%	87.0%	92.3%	90.1%
Puebla	0.1%	3.5%	1.5%	3.2%
Durango	1.6%	1.8%	2.0%	2.5%
Zacatecas	9.3%	2.8%	0.1%	1.7%
Guerrero	3.5%	2.5%	1.8%	1.1%
San Luis Potosi	0.7%	1.3%	0.7%	0.6%
Michoacán	0.8%	0.6%	1.5%	0.3%
Guanajuato	0.5%	0.4%	0.1%	0.3%
Tamaulipas	0%	0.1%	0%	0.2%

CRM 2020

Oaxaca remains the main producer. Recently, Puebla was added to the DO and its production has been increasing. Meanwhile other States which have been part of the designation since 1994, have decreased their production of regulated Mezcal.

Example of spirit tourism opportunties - LAOS

During half-day river cruise upstream Mekong river from Luang Prabang to Pak Ou Caves there is stop in village **Ban Xang Hai** for tasting homemade local rice spirit and rice wine.

Near Pak Ou (mouth of the Ou river) are 2 caves overlooking the Mekong River, 25 km to the north of Luang Prabang. about two hours upstream from the centre of Luang Prabang.
The caves are noted for their miniature Buddha sculptures. Hundreds of mostly damaged wooden Buddha figures are laid out over the wall shelves. They are the results of centuries of local townsfolk depositing their old or damaged Buddhas in these caves.


ห้ามจับ
DO NOT TOUCH


ENTRY

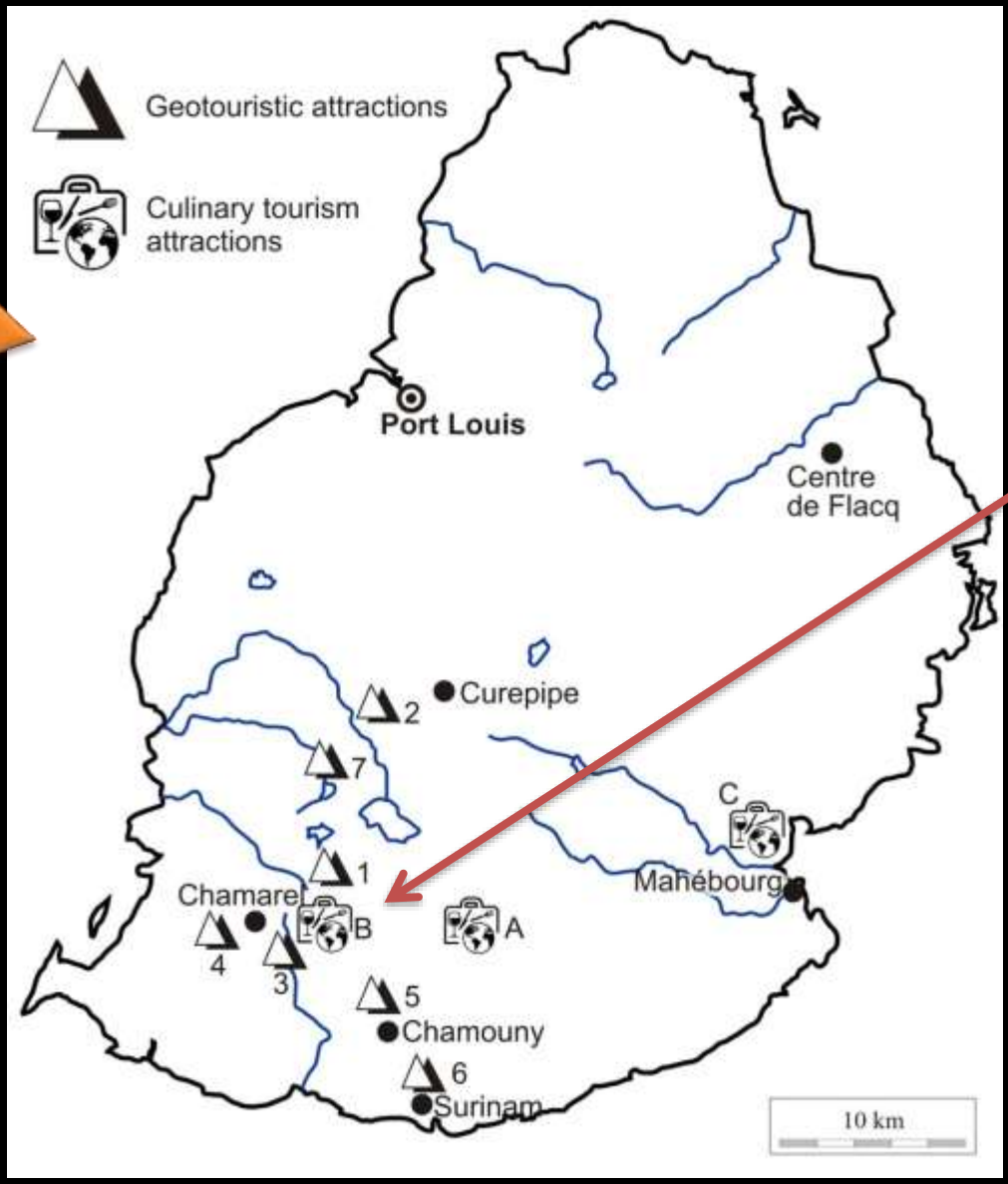
Destillery

Rice fermentation

Destilation of ເຫລົ້າລາວ - LaoLao - 'rice wisky'


ເຫລົ້າລາວ - Rice whisky
Rice wine

Example of Rhum tourism opportunties – Mauritius

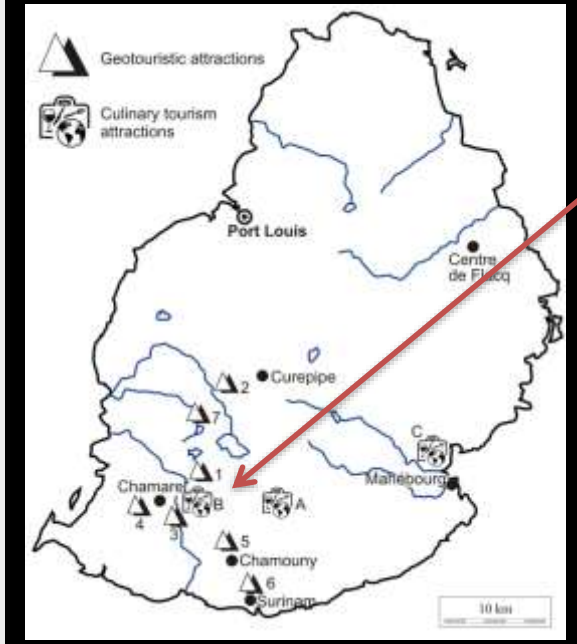


Geotourism and culinary tourism attractions of Southern Mauritius: 1 – Piton de la Petite Rivière Noire; 2 – Trou aux Cerfs; 3 – Chamarel Falls; 4 – Seven Coloured Earth; 5 – La Vallée des Couleurs Nature Park; 6 – Rochester Falls; 7 – Tamarin Falls;
A – Bois Cheri Tea Factory; B – **Rhumerie de Chamarel;** C – Biscuitrie H. Rault

Rhumerie de Chamarel

The concept of local distillation of rum in Mauritius was proposed in 1850 by Dr Pierre Charles Francois Harel. As a result of his efforts several distilleries were established in the island starting from 1852. Three distillers namely Rhumerie de Chamarel (https://www.rhumeriedechamarel.com/), Rhumerie de Mascareignes, renamed Distillerie de Labourdonnais in 2014 (http://www.domainedelabourdonnais.com/en/history-process-distillerie) and St Aubin (http://www.rhumsaintaubin.com/en/artisanal-distillery.php) have authorized licence to produce agricultural rum. This kind of rum is produced directly from cane juice.

The Rhumerie de Chamarel (Figures on next slide) is one of the rare distilleries still in activity to cultivate its own sugarcane. A compact biomass from crushed cane is used for fuel and ensures the necessary energy for the distillation process. The harvest is done by hand between July and December. Not only during this time visitors are given a tour of the processing and distillation of the cane juice. One of the distillery's strong points is that it was designed to provide a tourism experience to guests. Since the beginning of the distillery positions of Barbet type plate column for the White Rum distillation (Fig. C) or copper still and the Cognac method for distillation of Double Distillation Rum (Fig. D-E) were planned for the best view for visitor. After the tour guests are invited to taste a few types of rum produced at the distillery. Next they are guided to the The Sugar Cane Spirit Shop where can purchase the rum and liqueurs, as well as typical Mauritian



Source: Charzyński P. Adamiak. A., Janiszewska K., Karasiewicz T., Podgórski Z.: Beyond 3 S tourism offer of Southern Mauritius - culinary tourism and geotourism opportunities for destination image branding

Example of Rum tourism opportunties - Mauritius


A
B
C
D
E

Mount Gay Rum Distillery

Barbados

Mount Gay was originally owned by John Sober - who inherited a small distillery at the top of Mount Gilboa in the St. Lucy parish of Barbados, far back in 1703.

Eventually, the Sober family hired Sir John Gay Alleyne - a fourth generation Barbadian - to usher in a new era for the distillery. His innovations and achievements were so profoundly successful that the Sober family renamed the entire distillery in his honour. And the world became introduced to a new name with a pedigree of excellence and craftsmanship. Mount Gay.

FEATURED

SIGNATURE DISTILLERY TOUR

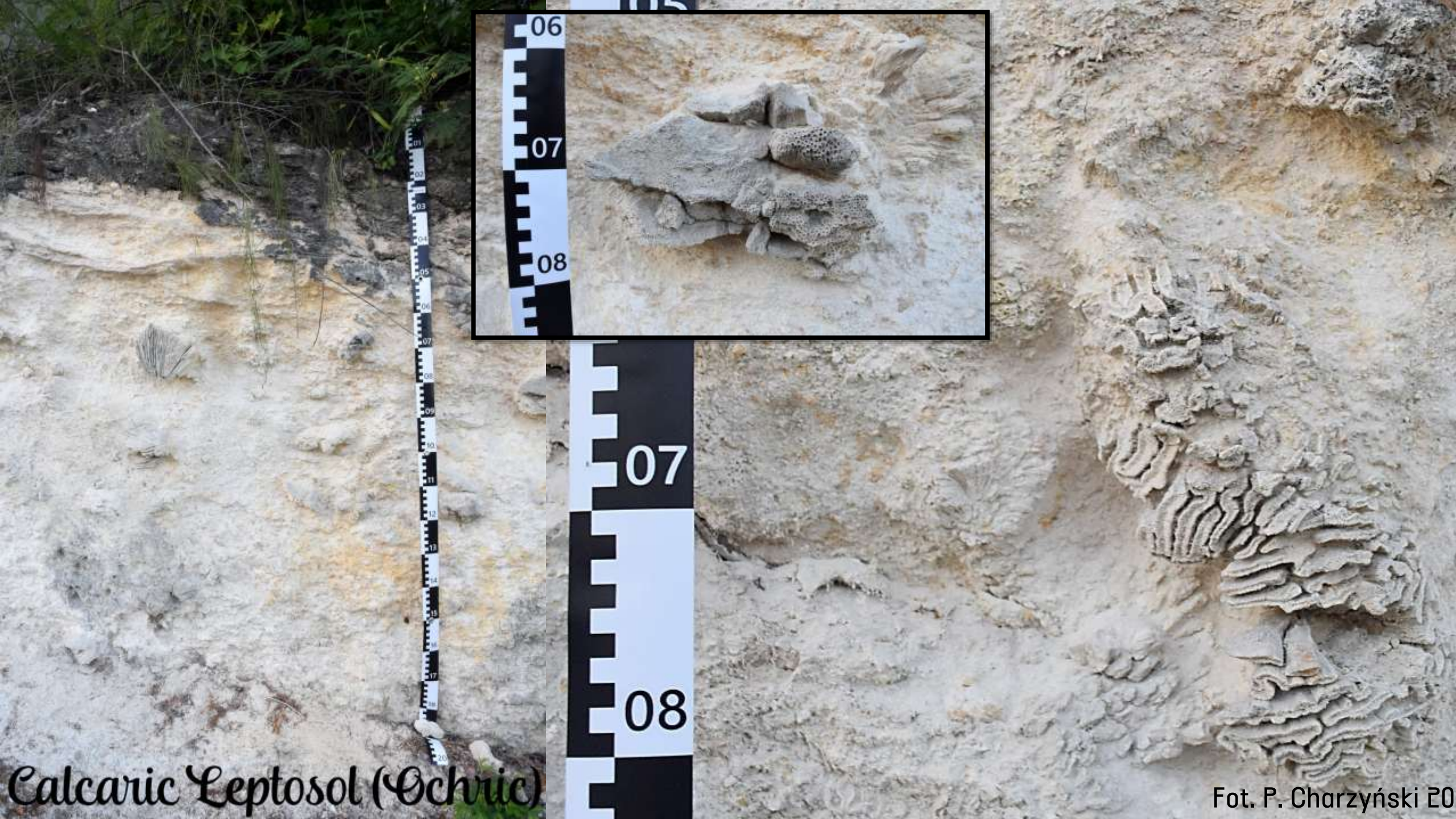
Come to the site where Mount Gay has distilled rum for over 300 years to discover how Barbados became the birthplace of rum and how Mount Gay's focus on quality has made us the oldest, continuously running rum distillery in the world. With unparalleled access to our working estate, you will explore our lands, original well, molasses house, fermentation house, distillation house and bonds.

55USD per person

VIEW PACKAGE →

Fot. P. Charzyński 2024


Fot. P. Charzyński 2024


Calcaric Leptosol (Ochric)
Fot. P. Charzyński 20

Fot. P. Charzyński 2024

Fot. P. Charzyński 2024


MOUNT GAY
1703
MOUNT GAY
1703
STEPHEN FOSTER
MOUNT GAY
1703


XO
BARBADOS

MOLASSES & INGREDIENTS

Rum is made from 3 simple ingredients: water, yeast, and sugar (or its byproducts). Mount Gay uses unique coral-filtered water, a blend of proprietary yeast and natural yeast from the Barbadian air, and molasses.

Ingredients

Water

Barbadian water is like nothing else. Barbados was formed from coral limestone, resulting in mineral-rich, naturally-purified H2O.

Mount Gay has used water from it's private well in St. Lucy for over 300 years, delivering unparalleled taste. Key to fermentation and flavour; the rum's profiles begins to develop when crucial elements such as congeners and esthers are attracted to the minerals found in the water.

Yeast

Yeast feeds on sugar (and the sugar in molasses) to convert it into alcohols. There are two types of yeast used at Mount Gay to initiate fermentation. In addition to the proprietary yeast used in both types of our fermentation, a one-of-a-kind, natural yeast found in Barbadian air is used in open-air fermentation. This adds to the rum's aromatics. Proprietary yeast is only used in controlled environments

Molasses *or Sugar Cane Juice*

Sugar Cane and its byproducts give rum its characteristic flavour notes. Mount Gay uses Caribbean sugar cane, among the finest in the world. It yields exceptional molasses that renders flavour notes of ripe banana, sweet almond, mocha and vanilla. Different forms of sugar cane move rums into two separate ingredient classifications which you will discover soon.

What *is* molasses?

Molasses is a sweet tasting, honey-like syrup that results from sugar refinement. Molasses provide the sugars that convert to alcohols, but also are rich in organic compounds and minerals that are later transformed into unique aromatics in the rum. Molasses is created from sugar cane that is harvested and stripped of its leaves. Juice is extracted and then reduced through boiling to increase its sugar concentration. Barbadian molasses was called "Black Gold" because of the additional revenue it provided. It eventually produced more money than sugar itself.

RUM Rum

production production

RUM

production

FERMENTATION

The natural metabolic process in which a bacteria, yeast or other microorganisms convert a carbohydrate, such as sugar, into alcohols and carbon dioxide, under the right conditions. This first all-important stage is when rum's personality develops, requiring skill and experience to draw flavours out of molasses at proper proportions.

Mount Gay uses two *Fermentation* methods

Controlled Environment Fermentation

Closed fermentation is integral to perfecting Mount Gay's signature formula. The two-stage process is performed by our experts. They pitch selected yeast into a pre-fermenter container and then move the fully-grown yeast to a new container for fermentation. When the Brix, temperature, pH and alcohol levels reach Mount Gay quality—it is ready. Controlled fermentation balances out the varied results of open-air fermentation. It ferments in an enclosed space and is carefully observed.

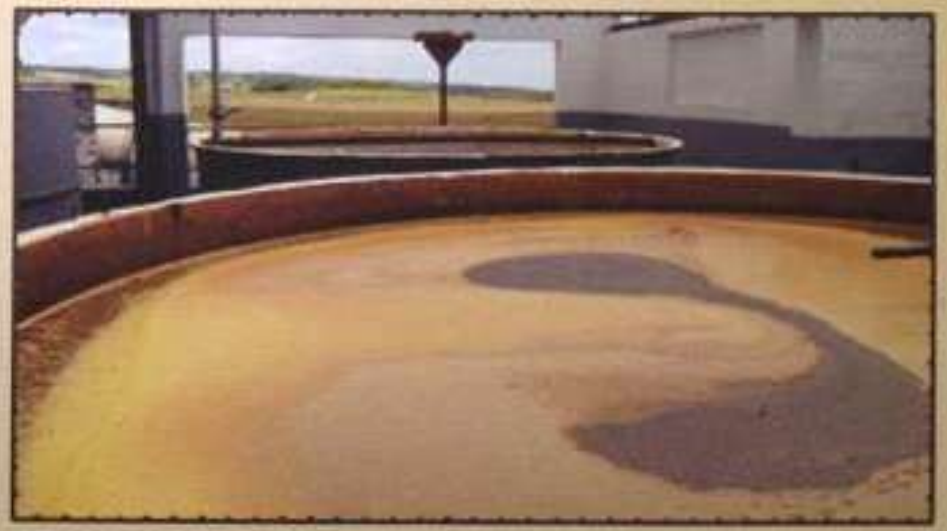
Alcohol by volume. Wash is ready for distillation at 7-10% alcohol by volume (ABV).

Time. Process requires approximately 36-48 hours. If there is a mistake, we must start completely over—the expert hands at Mount Gay must ensure congener profiles are perfect through the rum making process.

Proprietary Yeast. This predictable yeast creates a more controlled, less aromatic wash

Distillation. Fermented wash distills in column stills

Open-air Fermentation



Atop a grassy hill in St. Lucy, five wooden vats breathe in Barbadian flavour from the open air. To begin the fermentation process, proprietary yeast is utilized, but unlike the controlled fermentation, the environment controls the yeast's growth. It is the terroir, or natural environment that imbues our rum with its characteristic taste. Mount Gay alone is home to this atmosphere that no distillery can replicate. Mount Gay also regulates the yeast collected by open-air fermentation – so as to regulate the power of wild type yeast.

Alcohol by volume. Wash is ready for distillation at 6-8% alcohol by volume (ABV)

Time. Process requires between 36 and 72 hours

Natural Yeast. The fermentation benefits from the presence of natural yeast and takes its course based on the ambient temperature and other natural conditions in the fermenter

Distillation. Fermented wash distills in pot stills

RUM

production

Fot. P. Charzyński 2024

DISTILLATION

The action of purifying a liquid by a process of heating and cooling.

RUM

production

A craft *distilled* over 300 years

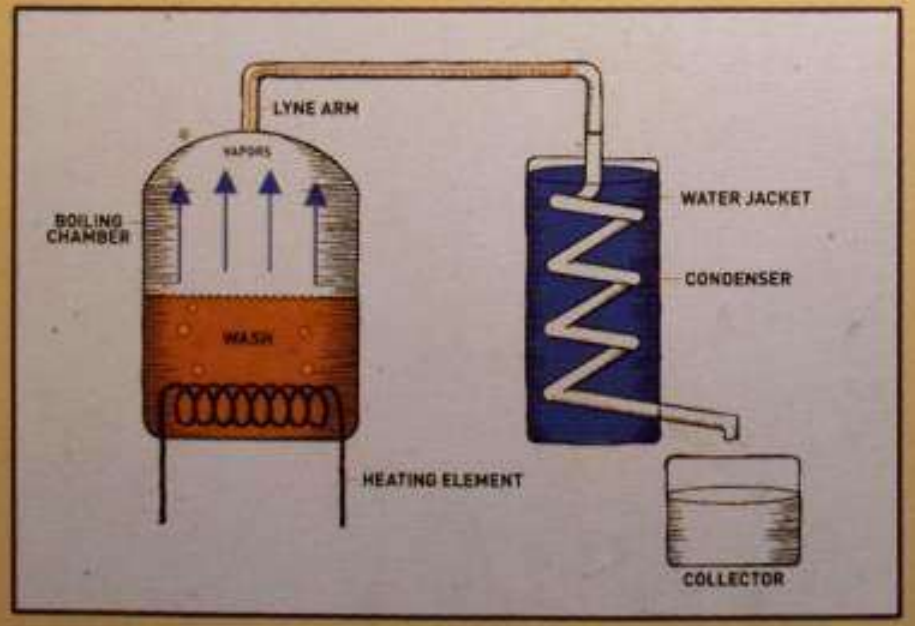
In rum making, distillation separates rum from water in the fermented wash through selective evaporation and condensation. When we say, "selective" we mean the behind-the-scenes craftsmanship of gifted Distillers. They have defined rum s character for over three hundred years, summoning spirits with extraordinary flavour from fermented wash.

Two *stills* for the perfect blend

Mount Gay uses two distillation processes: the pot stills and the column still. Each process gives rum a distinct characteristic. Copper used in the stills pulls pesky sulfurs from the alcohol, and all that s good rises. By blending both distillates Mount Gay imparts its rum with a deep, aromatic profile and full body.

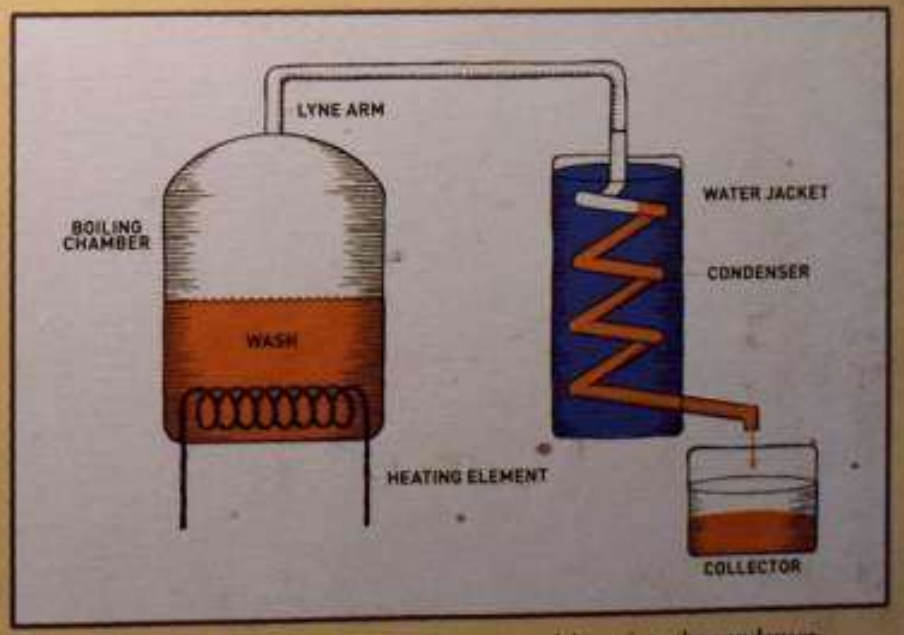
How Do *Stills* Work?

Evaporation



The still separates alcohol from water in the fermented liquid, or wash. A heating element boils the wash and vapors containing alcohol begin to rise in the boiling chamber, or the Kettle.

Condensation



It then travels through the Lyne Arm over and down into the condenser where it returns to a liquid state. The finished liquid is referred to as a distillate and finishes it3s journey in the collector.

RUM

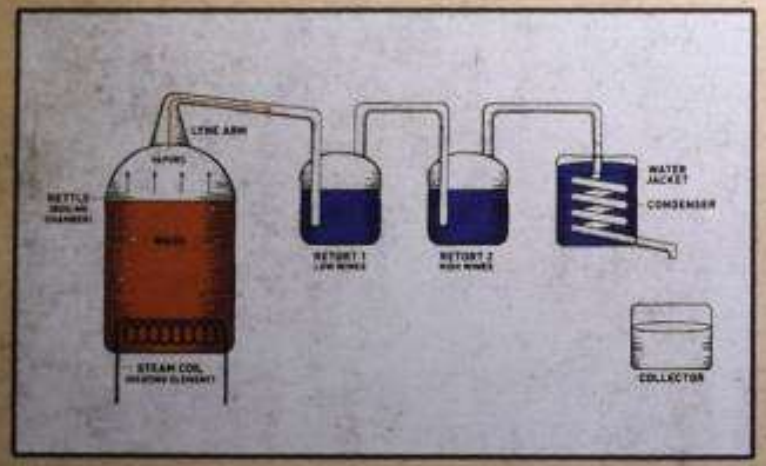
production

THE POT STILL

Pot stills were the earliest type of stills. Composed of a simple pot to boil the mixture and an output neck or coil that alcohol vapors pass through to be condensed into a liquid. The aroma and flavour from the fermented wash is captured by the shape and size of the pot still and this unique, lengthy process. At Mount Gay, two Scottish (McMillan) and two Spanish (Fragasa) pot stills are managed by Reynold Hinds aka Blues, our pot still operator for over thirty years. Alongside three generations of Master Blenders, Mr. "Blues" hand selects and separates the hearts of the distillate from the heads and tails and prepares them for the barrel. Each still needs a full day to produce one batch, just enough to fill 45 barrels.

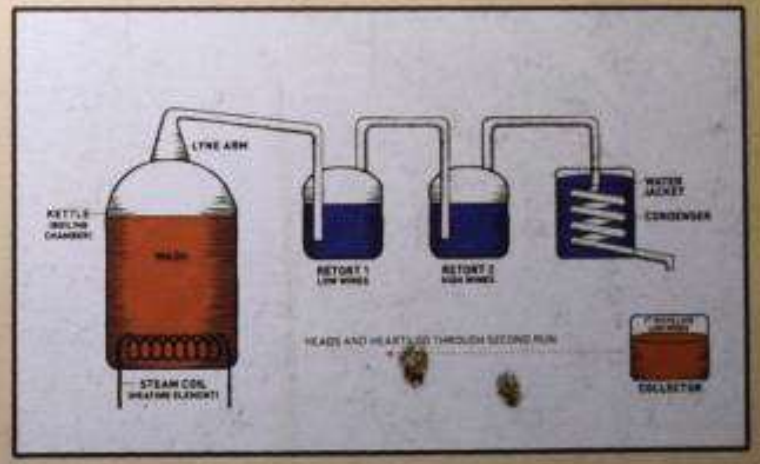
How *Pot Stills* Work

Evaporation



Wash from Open-Air Fermentation is heated in Mount Gay Pot Stills. Alcohol vapors rise as the mixture is heated. As the vapor travels through each chamber, or retort, it is heated and the ABV% increases each time. The vapors then run through the Condenser, reverting to a liquid. The liquid is then collected and separated into heads, hearts and tails.

Condensation



The Pot Still is run for a second time, this makes this distillation a batch process. The heads are heated again in the second run, with a higher ABV% this time around. The distillate is heated in each retort once again to continue to raise the ABV%. The vapors again run through the Condenser, turning into a liquid. The wash is now a Double Distillate and is ready for barreling.

Scent Profile

Bold and aromatic profile with notes of banana, mocha, vanilla and almond.

Flavour Profile

Flavour profiles emerge from imperfections in the pot still. Since pot stills are wider and shorter, aromatic elements are far more pronounced.

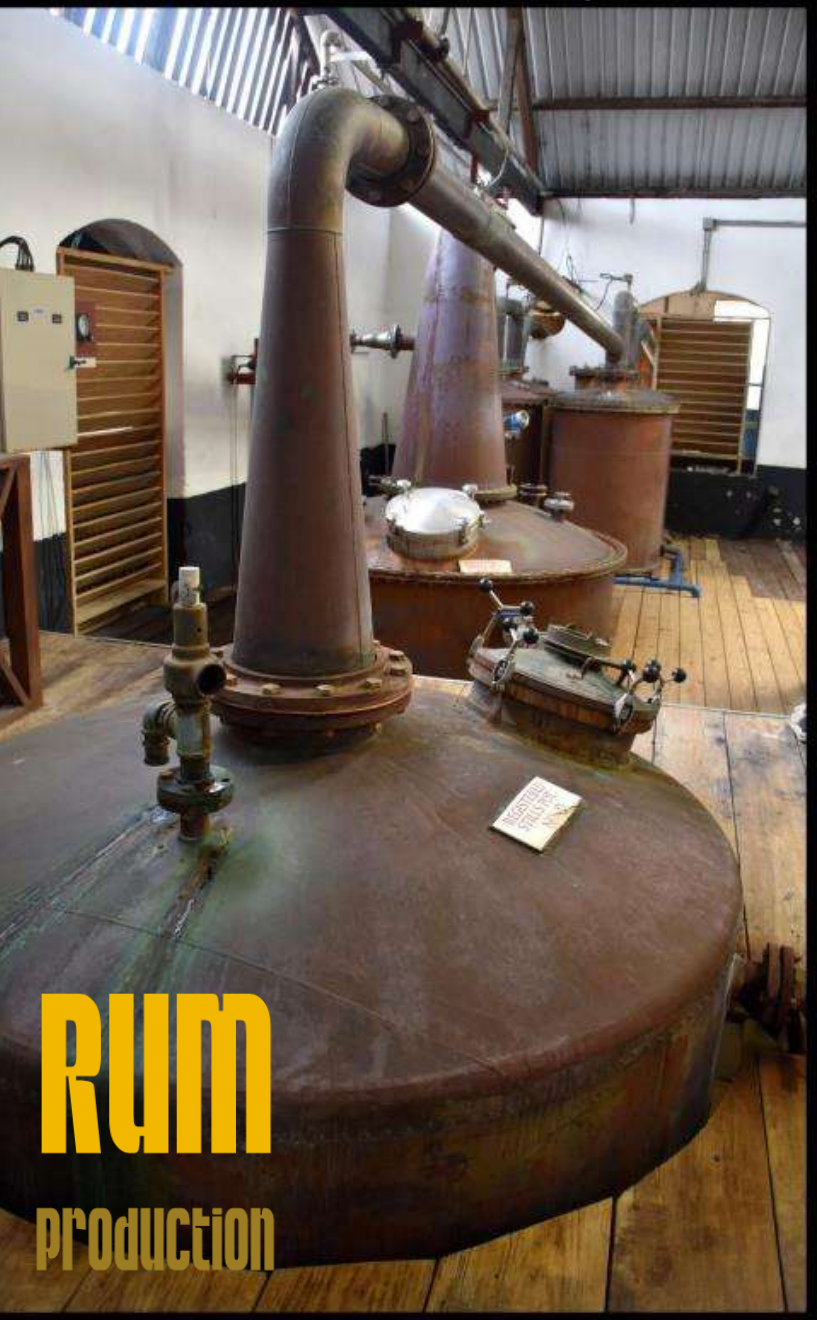
Process

Pot Still distillation is a batch process At Mount Gay, we distill our rums twice in the pot stills, and these pot still rums are called "Double Distillates".

Barbados Mount Gay Rum Distillery


Barbados
Mount Gay Rum Distillery

Fot. P. Charzyński 2024



RUM

production

THE COLUMN STILL

At Mount Gay, copper plates compose the column still chambers. Wash enters near the top and instantly sinks. The still is constantly heated from its bottom, causing alcohol vapors and other volatile molecules to rise from the wash. When vapors make contact with copper plates they condense and the heavier elements that make up the aromatics remain behind. The result is a distillate with a lighter, more consistentaromatic flavour profile. Even so, aromas are quite present, and when distillates from column stills and pot stills are combined they create that perfect Mount Gay blend.

RUM
production

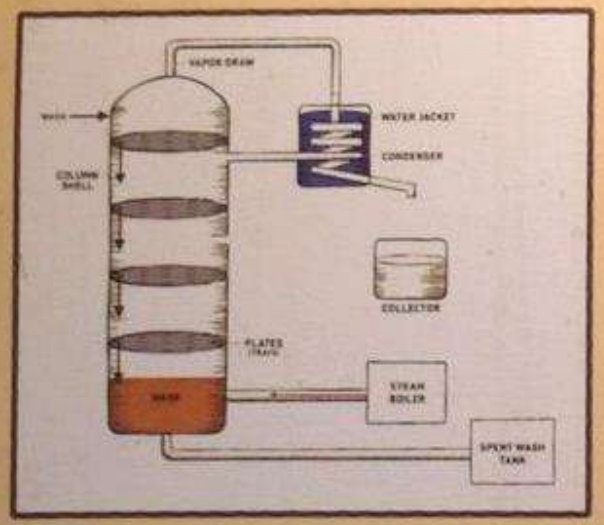
RUM

THE COLUMN STILL

production

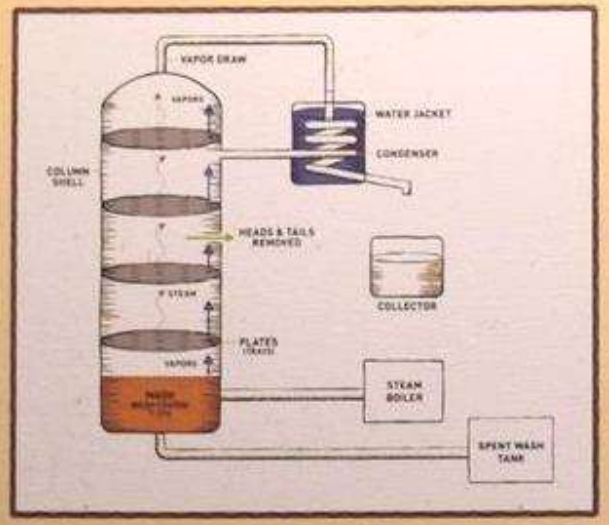
How *Column Stills* Work

Add Wash & Steam



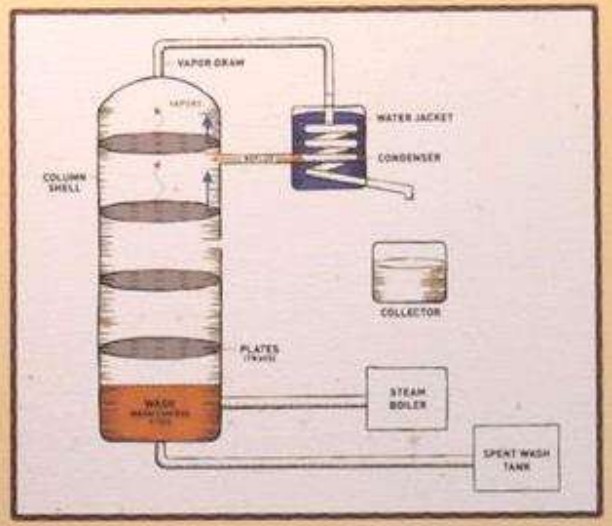
Wash from proprietary yeast will produce a more predictable wash that will balance out the open-air mash. This wash is poured into the column still where it is heated by steam causing vapors containing alcohol to rise.

Evaporation



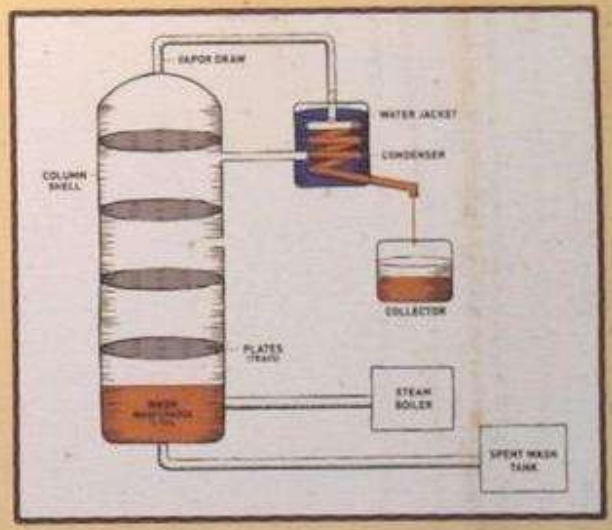
The vapors continuously rise hitting heated plates along the way, each time becoming more and more rectified. As the vapors rise there is a point in the Column Shell where the impurities in the mixture are removed, allowing only the good to rise.

Reflux



The vapors then travel through the Vapor Draw to the Condenser. The condensed vapors then go through the Reflux, bringing them back to the Column Shell. This process helps to strengthen the top of the still and make the final distillate more rectified and smooth.

Condensation



After the vapors go through the Vapor Draw one last time they travel through the Condenser and into the Collector, ready for barreling. This wash is now called a Single Distillate.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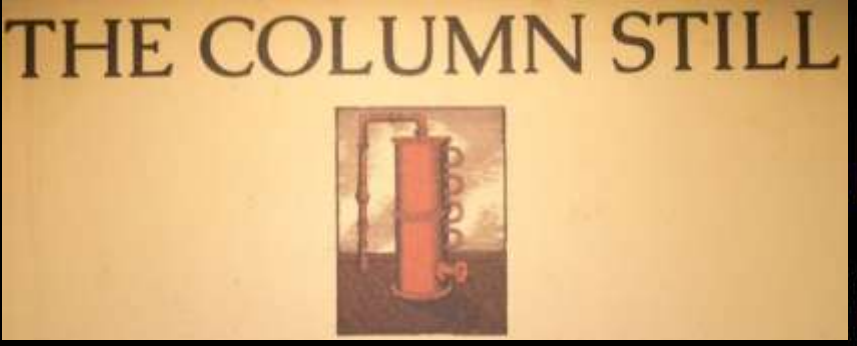
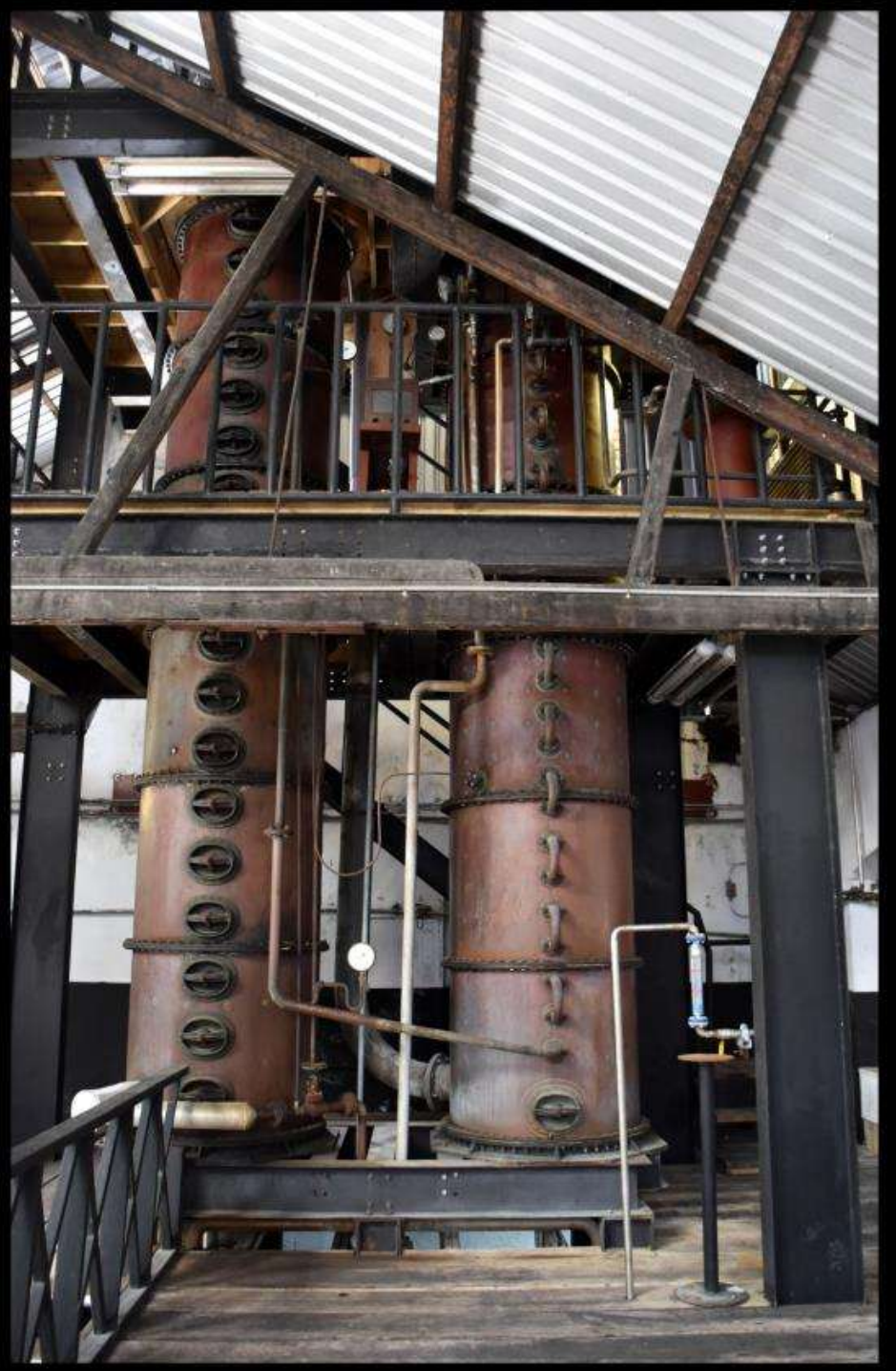
RUM

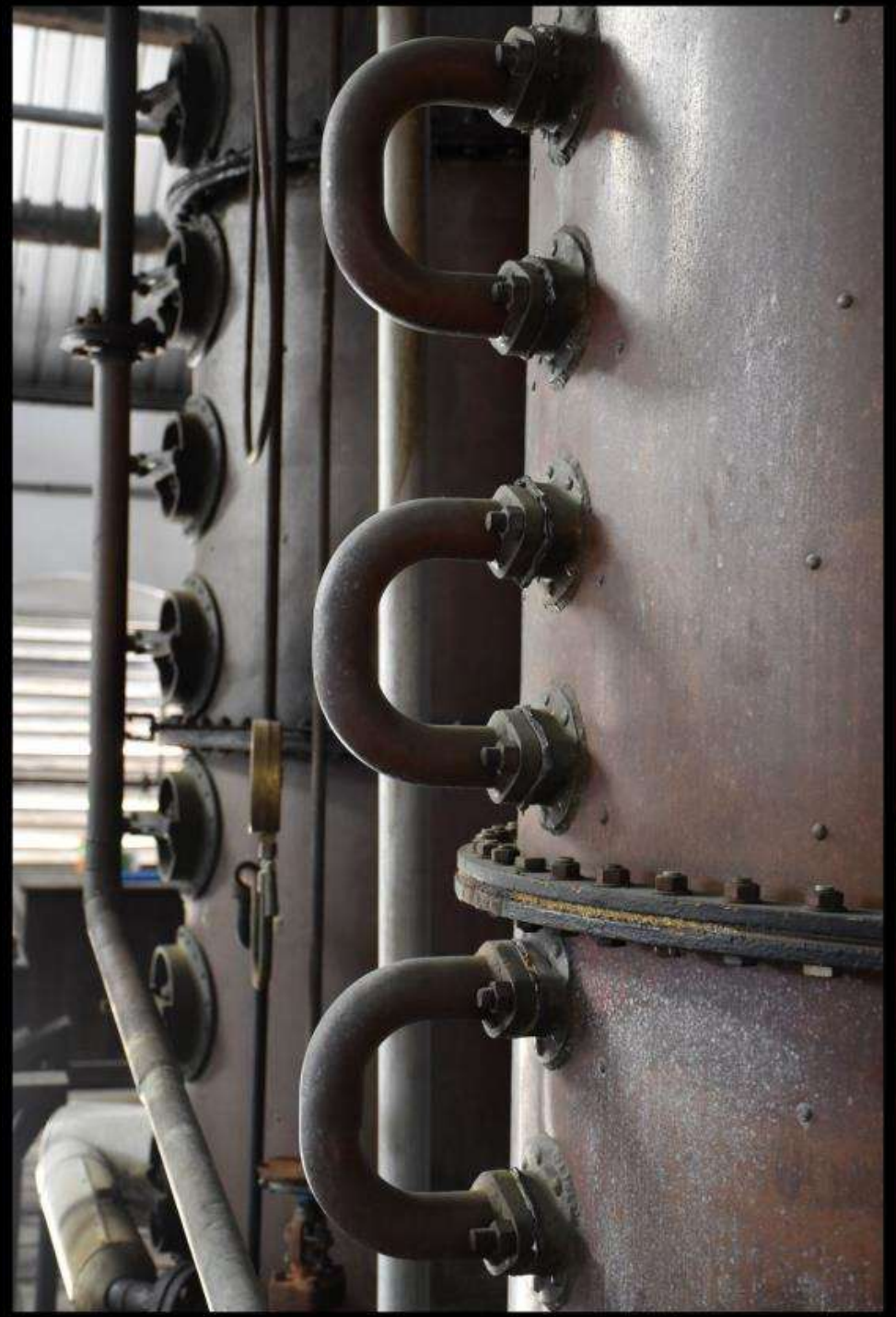
production


THE BLUES STILL
In memory and recognition of
Reynold "Blues" Hinds
for his length of service and dedication
to the art of distillation,
respecting, innovating and sharing
his skills with many
The Mount Gay Distilleries family
THIS COFFEY STILL
WAS OFFICIALLY RECOMMISSIONED
BY
THE HON. MIA A. MOTTLEY, Q.C., M.P,
PRIME MINISTER OF BARBADOS,
MARC HERIARD DUBREUIL,
CHAIRMAN OF REMY COINTREAU
AND
VALERIE CHAPOULAUD-FLOQUET,
CHIEF EXECUTIVE OFFICER OF REMY COINTREAU
ON DECEMBER 13TH, 2018



A Coffey still, also known as a column still or continuous still, is a type of distillation apparatus patented by Aeneas Coffey in the 19th century. Unlike traditional pot stills, which operate in batches, Coffey stills enable continuous distillation, allowing for a more efficient and consistent production process.





RUM

production

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Maturity vs. Age

Maturity is earned, age is not. So while you might hear people talk of how long a spirit is aged, we believe, you cannot measure character in years. Many factors impact both rum's maturity and the way it interacts with the wood. This includes type of barrels, wood, char and the way the barrels are stored. In short, it's ready when it's ready.

Tropical Aging

In Barbados, the average temperature is 86°F/30°C and our rums evaporate at a rate five times faster than the rate of a typical cognac or whiskey distiller. During maturation a portion of rum can be lost through evaporation. The distilleries refer to this portion as the Angels' Share. Now that's a heavenly drink.

MASTER'S NOTE

Mount Gay Black Barrel is further matured in deeply charred bourbon oak barrels. This second maturation, also known as "finishing", provides Black Barrel with deeper more robust bourbon-like notes, such as rich smoke, sweet vanilla, and a peppery spice.

How *Rums* Build Character

At Mount Gay, the rum distillates mature in toasted, American white oak barrels that once contained American whiskey. The charred oak acts like a sieve and traps some of the larger alcohol molecules in the spirit, which if present, can give rum a very rough edge. As a rum matures, it leaves behind the rough alcohol notes, becomes smoother and rounder while picking up the smoky, oaky notes as well as hints of whiskey. This process helps harmonize the various qualities of the spirit. Different stills require varying times to mature. A dedicated expert relies on science and years of experience to determine when the rum is ready.

Pot Stills

Distillates need more time because fiery aromatics take longer to tame into robust aromatics.

Column Stills

Distillates take less time to mature -they grow up quick.

RUM

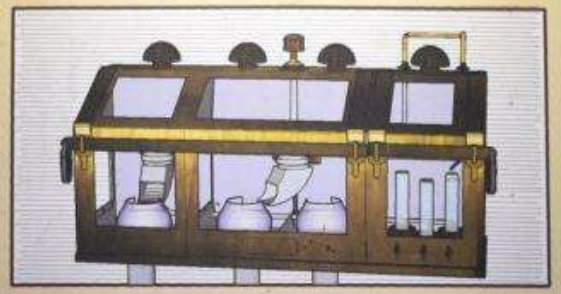
production

RUM

production

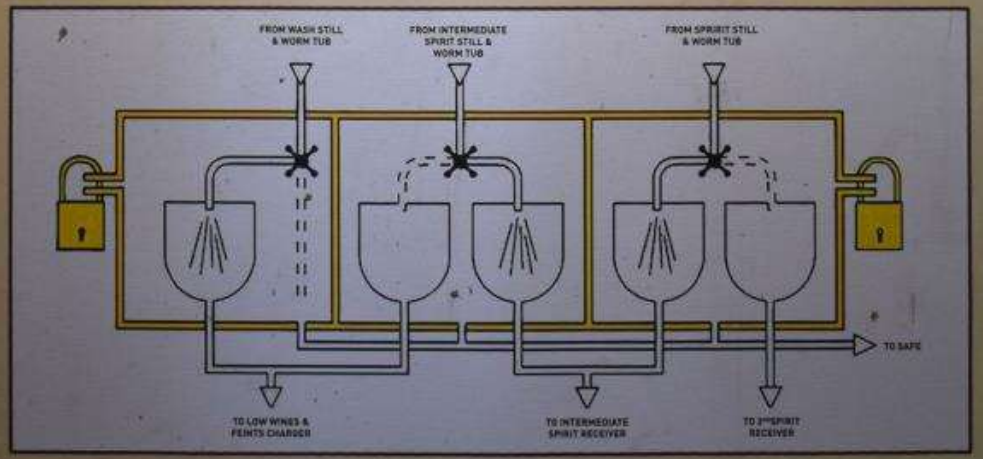
THE SPIRIT SAFE

A spirit safe is a large, padlocked, glass walled, container which allows the distiller to analyse and manage the spirit or rum coming out of the pot still without coming into contact with the spirit itself. It is however, equipped with Sample points for tasting and the ability to measure the strength and temperature of the spirit.



How the *Spirit Safe* Works

The distiller can't taste or nose the spirit during distillation but has to rely on hydrometers, optical observation and experience from the outside of a locked spirit safe. The main points of the Spirit Safe is enabling both limited access to the distillate and measuring equipment to make the appropriate cuts. but also to keep access to the spirit under literal lock and key.

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HUMP
NO SMOKING


3

RUM
production

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Mount Gay Rum Distillery

Barbados


5907-5910
B-F
5994
#415
42
5995
5800-5853
5996
54
42
(195)
B#44
6000
6002


B#27
127
211


5956
5957
5944
5945
5946
B#36
136
(136)
1932
5940


MOUNT GAY
Barbados Rum
EST. 1703
XO
TRIPLE CASK BLEND
MOUNT GAY
Barbados Rum
EST. 1703
BLACK BARREL
DOUBLE CASK BLEND
MOUNT GAY
Barbados Rum
EST. 1703
ECLIPSE
HERITAGE BLEND

Barbados

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18-22 May

2026