

LIQUID GOLD FLOWS IN PERU, [RON CARTAVIO RUM](#) THAT IS!

The Conquistadors arrived on Peru's shores in 1533, in search of riches. Little did they know that 500 years later, among the seeds of change the Spanish brought with them, sugar cane would yield a crop as golden as the riches they first sought. To the Quechua Indians, Peru means 'land of abundance'. Coffee, cotton, rice, 2,000 species of fish, 650 native fruits, 35 varieties of corn, 15 varieties of tomatoes, 2,000 of the world's 3,000 varieties of potatoes, silver, copper & oil figure heavily in this country's economy, as does sugar cane.

The ½ million square miles of Peru offers great climatic diversity, from the Amazon Rain Forest—the 4th largest in the world after Brazil, Congo & Indonesia—to the highlands, with Huascarán, the highest mountain in the tropics, soaring to a height in excess of 22,200 ft—to the arid coast, with its moderate temperatures, low precipitation & high humidity. In the northwest corner of Peru, on these coastal plains, is where we find the the sugar plantations and the resultant 'liquid gold'.



The rum, **Ron Cartavio**, is fermented, distilled, aged & bottled from molasses directly piped into the plant from the sugar mills in the coastal town of the same name, Cartavio. On a warm and sunny November day this year, I toured the facility with 4 associates and several Cartavio personnel, including Georgios Patsias, Commercial Director, Federico Schulz, Master Distiller/Blender and Jorge Irribarren, the Ron Cartavio Brand Ambassador.



We toured through the enormous molasses intake room (90 tons of molasses are processed per day) on to the fermentation area and through to the distillery—which employs both Column and Alambic Stills. We toured through several cavernous humidity-controlled ageing rooms containing barrels upon barrels of ageing rum—46,000 of them, through to the state-of-the-art bottling plant (filling 300 bottles per minute) and

finally emerged in the storage facility where 8 million liters of rum sit like soldiers awaiting orders. To ‘walk the walk’, visit www.roncartavio.com, link to **PLANT** and follow this inventive virtual tour.

The Rum Master oversees all facets of production for each of their bottlings, the newest of which is Ron Cartavio XO. This 18 year old rum is aged in American, French and Slovenian charred oak using the solera system. Cartavio Rums carry light, rather than robust, flavors however the resulting ‘liquid gold’ in Cartavio XO is more intense with deep warm rich dollops of vanilla, chocolate, nuts & spices. Cartavio XO is due to hit the US shores in 2010 and will be a worthy addition to the shelves of fine wine & spirits retailers and rum aficionados everywhere.



Our tour started in Trujillo, known as ‘The City of Eternal Spring’, due to its pleasant weather year-round. The city greatly expanded due to extensive irrigated agriculture, fueled by the sugarcane industry. Tourism is also a major industry. Nearby ruins include, among many, the Chimu mud city of Chan Chan, Huaca del Sol and Huaca de la Luna (Pyramid/Temple of the Sun and Moon). It is at this latter site that we spent a good part of the day climbing.



On to Huanchaco, a charming seaside village overlooking the Pacific Ocean, dining at **Big Ben Restaurant** (www.bigbenhuanchaco.com) and refueling our gullets. The view is interrupted only by beachgoers, surfers (delivering consistent ‘performance waves’, Huanchaco is a mecca for surfers).and, unique to Peru, surprisingly buoyant boats made from totoro reeds.

Peruvian cuisine is among the most diverse in the world. At the Fourth International Summit of Gastronomy Madrid Fusión 2006, regarded as the world's most important gastronomic forum, Lima was declared the "Gastronomic Capital of the Americas". Ancient cuisine blends with various ethnicities and cultures combined with influences from its unique geography to make Peru’s cuisine decidedly eclectic.

Everywhere along the coastal towns you'll find Ceviche served with several varieties of mildly spiced sauces. When accompanied by a Rum Sour, made with Cartavio Blanco of course, the flavors combine for a gastronomic soiree.



Our tour ended in Lima, the City of Kings, the 5th largest city in Latin America and the 2nd oldest capital city in South America. Lima's unusually friendly inhabitants give this metropolis of +7.5 million the feeling of a cluster of smaller towns. We arrived at the Hotel Ariosto in the Miraflores district knowing only a few Peruvians and left with a new family of friends.



With luxury hotels, shops and restaurants, Miraflores has more parks and green areas in the south of Lima than most other districts. Larcomar, a popular shopping mall and entertainment center built on cliffs overlooking the Pacific Ocean, is where we settled in for the evening fare and a pacific sunset. Dance clubs, cafes & bars, such as the popular **Bobo's Retrobar**, serve Cartavio cocktails such as the refreshing Dolce Frutti, using Cartavio Gold Rum, Kiwi, Peaches, Goma syrup, lemon juice and ginger ale.

2009 marks the 80th anniversary of Ron Cartavio rum. Happy anniversary and !cheers! to the next 80!

Ron Cartavio Rum is imported by **Artisan Brands, Miami FL** www.artisan-brands.com. Not all Cartavio rums are available stateside yet

Ron Cartavio Blanco	Light vanilla & cinnamon notes
Ron Cartavio Silver	Aged 2 years in oak. Soft with vanilla accents
Ron Cartavio Gold	Aged in oak 2-5 years, vanilla accents
Ron Cartavio Black	Aged in oak 2 years and blended with rums 2-5 years Very slight smoky note
Ron Cartavio Gran Black	(Cartavio Anejo Superior Rum) Blend of rums aged 3-6 years

