



## From the Amazon to cocktails: here is P(our), the ethic wave of mixology

The international group of bartenders brings home the Nonino for their eco friendly project.

by LICIA GRANELLO

It is written P(our), the English pun for *pure* and *our*. And it is read *power*, because there is no point deciding to have good intentions if they cannot be turned into reality. The young people of **P(our)** have started the job of alcoholic drinking and have made it collective, constituting an international community of bartenders, sommeliers, distillers, brewers and wine producers. The key words: sustainability, growth and knowledge. In other words, doing your work in harmony with the planet, without hiding behind the fashionable sequins of the world of drinks & alike.

A coherence of intentions and actions that drew the attentions of the jury of the Nonino Prize, almost half a century of enlightened, wide and curious glance on the rural culture and its extraordinary declinations. So, two days ago the Syrian poet **Adonis**, a historical member of the jury, sang the praises of P(our), awarding to the English Nonprofit Organization the **Risit d'Aur**-Gold vine shoot, in Friulian language – **Amazon Project**. The idea is to build an environmental and eco-friendly structure in the rainforest in collaboration with the Faculty of Architecture of the University of Lima, to produce the *Aji Negro*, a fermented sauce made from bitter manioc. Behind lime and bricks, there are men and women of the **Bora tribe**, deported as slaves from one end of the Amazon to the other to work the rubber. They are the millenary producers of the Aji Negro today located in the village of Pucuarquillo (Peruvian region of Loreto), the true recipients of the project: not only the artisan workshop, but also commercial and environmental training courses by the Despensa Amazonica Association to finally make them independent and arbitrators of their own future. In the wake of the socio-economic project, the members of P(our) also guarantee the creation of dedicated cocktails, with the Aji Negro among the ingredients selected.

What makes the difference, in comparison with the traditional associations dedicated to beverage is the markedly strong and responsible thought about the craft. The Norwegian **Monica Berg**, the only woman in the founders' group, tells it well, "but luckily in Great Britain women represent 60% of the total bartenders, even if we are still missing in the top positions". She started as a waitress, but she quickly found out that she preferred to stay behind the counter. She studied, opened her own school in Oslo, won international awards and created a distillate of her own. "It is important for us to make the culture of responsible drinking grow. **Drink less, drink better!** In Norway the bartender takes

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charge of the health of the customer. In case of drunkenness, he is the one legally responsible, at least until the moment when the customer is taken in charge by someone else, whether a friend or a taxi driver. We must commit ourselves to spread the pleasure of a good, balanced drink, made with quality ingredients. Unfortunately, young boys and girls are tempted by low-priced alcohol, without understanding that stuff is toxic, or they choose chemistry, to get high at zero calories".

So, a parallel project to the charity one was born. It is called **Symposium**, and it is a TED-style convention (the container of ideas created by the Americans of the Sapling Foundation) which takes place every year at the Palais de Tokyo in Paris, at the same time of the Bar Show. **Simone Caporale** emigrated to London when he was a young boy, "where I washed thousands of glasses before starting to use the Shaker" and feels at the forefront of the construction of the new bartender figure. "We have the lucky of doing a nice and privileged job. We think it is fair to share information and awareness. "

For this thirty-year-old man from Como, who brought the London Artesian bar at the Langham to the top of the ranking of the World's 50 Best bars, making training means for example to make the acts of the various editions of the Symposium available free of charge on the platform of P(our). "This year, the key concept the convention will be 'perfection'. Bartenders from all over the world will participate. It will be nice to be there".