Transmission of an established geographical indication of spirit drinks

Poncha da Madeira

EU No:

Submitted on 22-12-2017

PGI

# Technical file

## Name and Type

### Name(s)

Poncha da Madeira (pt) (Madeira Punch)

### Category

32. Liqueur

### Applicant country(ies)

Portugal

### Application language:

Portuguese

### Geographical indication type:

PGI - Protected Geographical Indication

## Contact information

### Applicant name and title

|  |  |
| --- | --- |
| Applicant name and title | Madeira Wine, Embroidery and Handicraft Institute (Instituto do Vinho, do Bordado e do Artesanato da Madeira, IP-RAM - IVBAM) |
| Legal status, size and composition (in the case of legal persons) | Regional Public Institute |
| Nationality | Portugal |
| Address | Rua Visconde de Anadia, n.º 449050-020 FUNCHALAutonomous Region of MadeiraPortugal |
| Country | Portugal |
| Tel.: | 00 351 291 211 600 |
| E-mail: | ivbam.sra@gov-madeira.pt |

### Details of intermediary

### Interested parties details

### Competent control authorities details

|  |  |
| --- | --- |
| Name of the competent control authority | Madeira Wine, Embroidery and Handicraft Institute (Instituto do Vinho, do Bordado e do Artesanato da Madeira, IP-RAM - IVBAM) |
| Address | Rua Visconde de Anadia, n.º 449050-020 FUNCHALAutonomous Region of Madeira |
| Country | Portugal |
| Tel.: | 00 351 291 211 600 |
| E-mail: | ivbam.sra@gov-madeira.pt |

### Control bodies details

## Description of the spirit drink

|  |  |
| --- | --- |
| Title - Product name | Poncha da Madeira |
| Physical, chemical and/or organoleptic characteristics | ‘Poncha da Madeira’ is a liqueur and as such, it meets the specifications for spirit drink category No 32 in Annex II to Regulation (EC) No 110/2008 of the European Parliament and of the Council, of 15 January 2008, namely a minimum alcohol content of 15 % by volume and a minimum sugar content of 100 g/litre.However, the majority of punches on the market have an alcohol content of 25 % by volume and a sugar content of over 200 g/l.‘Poncha da Madeira’ has a varied range of aromas and flavours, especially as a result of using typical fruit from the Autonomous Region of Madeira but also as a consequence of different combinations of ingredients and the techniques employed by each producer.This drink is traditionally opaque due to the use of pulp and juice from locally-grown fruits, some of which have unique features due to the soil and microclimate in which they are grown.It is fruity in the nose with characteristics of the local fruit, more specifically citrus varieties such as lemon and orange. Tropical notes, such as passion fruit, may be added to achieve a thoroughly refreshing and intensely aromatic combination.The possibility of sweetening with honey also contributes to the drink's aroma. This can also add floral notes to the mix, depending on the origin of the honey.The colour of the drink varies from lemon to golden with possible hues of green. However, it may have a different colour depending on the fruit used.The taste in the mouth is also unique: intense, persistent and very typical and characteristic of the local fruits. Sweet, soft and balanced, it may also include fruity and sweet flavours which suggest citrus and honey-like notes.It should be emphasised that before ‘Poncha da Madeira’ is placed on the market, it undergoes physical and chemical testing in an accredited laboratory, to confirm that all of the above parameters are compliant. It also undergoes sensory tests at the Chamber of Tasters to ensure compliance with the organoleptic characteristics defined for this drink. |
| Specific characteristics (compared to spirit drinks of the same category) | ‘Poncha de Madeira’ should have certain specific characteristics, resulting in particular from the raw material from which it is made, namely typical fruits from the Autonomous Region of Madeira. It should also have distinctive, unique features due to the soil and microclimate where the fruits are grown. In short, this product should be distinctive and characteristic of this Region.The use of ‘Rum da Madeira’ as one of the basic ingredients in ‘Poncha de Madeira’ also provides specific characteristics, such as more complex aromas due to the addition of the aromas that are characteristic of the fermented sugarcane distilling process.‘Poncha de Madeira’ is therefore a product that is distinct from other liqueurs due to its unique aromas and flavours and the composition of the main ingredients used to make it. |

## Definition of geographical area

### Description of the defined geographical area

The Autonomous Region of Madeira (ARM) is located in the Atlantic Ocean between 30° and 33° N latitude, 978 km southwest of Lisbon and some 700 km from the African coast.

It consists of two inhabited islands: Madeira Island (740.7 km²) and Porto Santo Island (42.5 km²), and a number of uninhabited islands and islets (Desertas Islands and Savage Islands).

The geographical production area of ‘Poncha da Madeira’ covers the Madeira and Porto Santo islands.

### NUTS area

|  |  |
| --- | --- |
| PT3 | Autonomous Region of MADEIRA |
| PT30 | Autonomous Region of Madeira |
| PT300 | Autonomous Region of Madeira |

## Method for obtaining the spirit drink

|  |  |
| --- | --- |
| Title – Type of method | Poncha da Madeira |
| Method | ‘Poncha da Madeira’ is a typical liqueur from the Autonomous Region of Madeira, in the production of which ‘Rum da Madeira’ must be used.In addition to ‘Rum da Madeira’, other ingredients used to make this liqueur also lend unique characteristics to ‘Poncha da Madeira’, such as honey and various fruits produced exclusively in the region (used on their own or together), resulting in a harmonious mix of distinctive aromas and tastes.However, ‘Poncha da Madeira’ is a liqueur with a certain degree of flexibility as regards the choice of ingredients. The only irreplaceable ingredient, which unquestionably contributes to its typical qualities, is ‘Rum da Madeira’.The other ingredients (i.e. fruits, honey and sugar) are carefully selected depending on each producer’s preferences.As far as fruits are concerned, citrus varieties (lemon, orange and tangerine) are clearly predominant. Passion fruit is also a common ingredient in a wide range of punches. However, although the most unmistakeable features of ‘Poncha da Madeira’ are logically derived from its most important ingredient, ‘Rum da Madeira’, this drink is also noted for the breadth and variety of different flavours it can have. The widely-acknowledged exuberance of the tastes of the fruit varieties grown in the local area is no doubt a key contributor in that regard.Some of the main fruits used to make it include lemon, orange, tangerine and passion-fruit (used on their own or combined). Other fruits that are typical of the Region may also be used; in which case their excellent organoleptic qualities also contribute towards this flavour diversity. Surinam or Cayenne cherries (‘pitanga’) and tree tomatoes or tamarillos are just a few examples of other fruits that can be used to great effect in ‘Poncha da Madeira’.This is also the reason why most punches are named and labelled as ‘Poncha da Madeira de... (insert name of fruit)’.The sugar content of ‘Poncha da Madeira’ is partly due to the sugars that are naturally present in the fruits used to make the drink, but mostly because of the honey and sugar that are added to it. In the vast majority of cases, honey and sugar are used together. However, as honey is very effective for sweetening purposes, it is also possible to produce ‘Poncha da Madeira’ with honey as the sole sweetener, in which case compliance with the minimum sugar content of 100 g/litre must be ensured.It is important to highlight that the skill required to make this spirit drink does not hinge solely on the constituent ingredients, which are held in such high esteem by local people and visitors to the region alike. Some examples of these would be ‘Rum Agrícola da Madeira’, which lends its typical characteristics to the resulting liqueur, the fruits grown in the region and honey. It is also dependent on the know-how that has been acquired and passed down through the generations. In fact, the talent mostly resides in knowing how to combine the ingredients and adjust their proportions so as to create the final product to which people are accustomed.The actual manufacturing process is quite straightforward. The first stage is to extract the juice and pulp from the fruit or combination of fruits to be used. This is followed by filtration. The fruits may also be infused or macerated in an alcohol solution, which will accentuate their distinctive flavours in the end product.Sweetening is achieved by adding sugar and/or honey in proportions that are carefully defined in advance.After the alcohol content has been adjusted for the desired alcoholic strength, the drink undergoes a final filtration process. The product is then ready to be tested by the laboratory and the chamber of tasters associated to the certification body. |

## Link with the geographical environment of origin

|  |  |
| --- | --- |
| Title – Product name | Poncha da Madeira |
| Details of the geographical area or origin relevant to the link | One of the most distinctive human factors of the agricultural landscape in the Autonomous Region of Madeira are the ‘*poios*'’(terraces constructed to compensate for the slope of our hills and enable them to be used for agricultural purposes). The small plot size and the type of relief in the area mean it is almost impossible to use mechanical means. Most of the farming practices are therefore done by hand.Madeira’s special climate is influenced by dynamics such as atmospheric circulation, general geographical factors such as latitude and proximity to the ocean and by the island's orography, altitude and the exposure of land parcels creating micro-climates. Moreover the soil is basaltic in origin and generally clay-like and acidic with some organic matter and there is an abundance of water which is the result of the lush vegetation which covers the entire island. These conditions have a major impact on farming in Madeira and on the organoleptic characteristics of the fruits produced in this Region. They also have an influence on the sugarcane that is the main raw material, which is decisive in creating the unique features of ‘Rum da Madeira’ and is also reflected in ‘Poncha da Madeira’.Having said that, the link between ‘Poncha da Madeira’ and the geographical area or origin is evident not only in the organoleptic characteristics derived from its ingredients, but also in its reputation. It is becoming increasingly well-known both in the Region and elsewhere.‘Poncha de Madeira’ is a traditional product that is entirely rooted in the culture and history of the people of Madeira, who have kept this emblematic drink alive for generations. It dates back to the 19th century, when it was adapted from a drink known as ‘*panche*’ that had been brought back from India by English travellers in the 18th century.It continued to be made to the present day and became quite renowned, as demonstrated by the various bibliographical references enclosed and various publications, including media materials, which prove how well-known ‘Poncha da Madeira’ is. A festival was even set up in the Region to pay tribute to this traditional drink and to honey. |
| Specific characteristics of the spirit drink attributable to the geographical area | The link between ‘Poncha da Madeira’ and its geographical origin is evident, on the one hand, from its intrinsic qualities, which are derived from the ingredients used, in particular ‘Rum da Madeira’ and regional fruits.The most important specific features that can be attributed to the geographical origin of ‘Poncha da Madeira’ are the intense aromas which typically result from the fermented sugarcane distillation and are dominated by pungent alcoholic notes that add a pleasant warming sensation clearly derived from ‘Rum da Madeira’, and the exuberant aromas of the regional fruits, whose organoleptic properties are heavily influenced by the Region’s acidic soils. |
| Causal link between the geographical area and the product | See previous point. |

## Requirements in the EU, national or regional

|  |  |
| --- | --- |
| Title | Poncha da Madeira |
| Legal reference | ANNEX III to Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008; |
| Description of the requirement(s) | Poncha da Madeira |

## Supplement to the geographical indication

## Specific rules on labelling

|  |  |
| --- | --- |
| Title | Poncha da Madeira |
| Description of the rule | Labelling is required to state the name of the Protected Geographical Indication, i.e. ‘Poncha da Madeira’.All labels for this drink state the name of the geographical indication in question, ‘Poncha da Madeira’, supplemented or replaced by the sales denomination ‘liqueur’, pursuant to Article 9(5) of Regulation (EC) No 110/2008 of the European Parliament and of the Council, of 15 January 2008.As far as the PGI logo is concerned, there is no provision making it mandatory to add this logo or the long text form ‘Protected Geographical Indication’ to the label. |

# Other information

## Supporting documents

|  |  |
| --- | --- |
| File name: | Ficha Técnica da IGP Poncha da Madeira 27-02-2017.pdf |
| Description | Technical file for the ‘Poncha da Madeira’ PGI 27-02-2017 in pdf format |
| Document type | Product specification: |

|  |  |
| --- | --- |
| File name: | Poncha da Madeira - Referências bibliográficas.pdf |
| Description: | Poncha da Madeira - Bibliographical references |
| Document type | Other Document |

## Link to the product specification

|  |  |
| --- | --- |
| Link: |  |