





# MYTHOLOGY II

## TIKI OHANA



MARCELO (CHELO) DEL VALLE

# MITOLOGÍA TIKI II

## TIKI OHANA

**Tendencias**

*Mythology II Tiki Ohana*

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# INTRODUCTION

## **A brief introduction to tiki**

In addition to an introduction to tiki, I want to tell you that this book isn't just about tiki culture, cocktails, and recipes. Here, I will also share some of my own stories—my journeys through life, my travels across different countries in South and Central America, various cities and states in the United States, and different events. You'll find anecdotes with veteran bartenders, new bartenders, and some who have yet to start, as they're just now competing. Myths, cultures, religions, and the study of cities and towns, along with the stories of each place and event I visit. I'll also include recipes from fellow bartenders, both new and seasoned, as I mentioned before. This book will carry a touch of spirituality, because I strongly believe in energy: solar energy and human energy. I'll share some beliefs and reflections that have led me to ponder history

and ask myself a question that always crosses my mind: is tiki a culture or a religion?

At the beginning of my book, I talk about tiki culture, a new topic for many readers who are entering this fascinating world for the first time. I wonder if tiki culture is truly a culture or a religion, a question likely to come to readers' minds as they continue through the pages. Tiki symbols—those wooden figures with varied expressions adorning bars—represent gods, guardians, and spirits in tiki mythology. Although not all tiki enthusiasts know this history, it was the spiritual connection, more than the cocktails, that attracted me.

## **Polynesia and Tiki Mythology**

Around three thousand years ago, navigators from Southeast Asia settled in Samoa and Tonga, thus beginning the process of Polynesian colonization. The tiki symbolizes the first human on Earth and is deeply rooted in Polynesian culture. In ancient Hawaiian culture, the gods and inhabitants, known as *kanaka*, maintained a symbiotic relationship with the land, or *aina*. Tiki statues, carved in wood, represented the gods and were believed to offer protection and blessings.

As this unfolds, we delve into the lives of the gods. The ancient Hawaiians had a close relationship with their deities, and tiki served as a means of connection. High

chiefs, or ali'i nui, were responsible for preserving the balance and respect toward the gods. The first stone tiki figures were carved around the year 1400 in the Marquesas Islands, and their presence spread into various forms and objects.



*Italina Rodríguez (grandmother) of Brazilian origin, Chelo Tiki (Marcelo Del Valle) born in Mercedes, Soriano, Rou, and the Portuguese Graciano Castro (grandfather)*

## **The M ori Tribe and the Resistance to Colonization**

The M ori tribe of New Zealand is distinguished by its resistance to colonization, responding firmly to any invaders. Through the Treaty of Waitangi, they managed to negotiate and preserve their autonomy.

## **Tiki Bars and Cocktail Culture**

Tiki bars, which often open their doors in the afternoon to avoid disrespecting the Sun god, are a tribute to this culture. The haka dance, practiced in Hawaii, is an expression of both challenge and respect for the Sun. Tiki culture in the United States began in the 1930s, popularizing island life and tropical cocktails. After Hawaii was annexed as a state in 1959, the tiki trend spread even further.

## **The Kon-Tiki Expedition and the Connection with Peru**

The Kon-Tiki raft, used by Norwegian explorer Thor Heyerdahl in 1947, was named in honor of the Inca sun god. The expedition sought to prove that Polynesia could have been colonized from South America. This connection with Peru is a topic I will explore further in the book.

This book is an invitation to dive into the rich history and symbolism of tiki culture, a culture that continues to fascinate and unite people around the world.

## **The Beginning**

We start almost from the beginning, and this doesn't start in 1930. Here, we begin differently: in 1769, Captain James Cook's historic expedition in the region would lead to England's claim over Australia. However, before reaching Australia, he sailed near New Zealand, spending weeks mapping part of its coast. In this way, he was also one of the first to observe and document the indigenous peoples of the two islands. His orders from the Admiralty were to strive for friendly relations with the tribes and peoples he encountered and to regard the natives as the natural and legal owners of any land they occupied. Cook, of course, was not on a colonization expedition. Thus, when he first encountered a Māori war party, he certainly had no intention of challenging their sovereignty over Aotearoa, though he was interested in learning more about them.

On October 6, 1769, land was sighted from the mast of the HMS Endeavour. The apparent purpose of the expedition was to observe the transit of Venus across the Sun, but in sealed orders, only to be opened after completing the astronomical observations, he was instructed

to search for evidence of the legendary Terra Australis. Approaching from the east, after rounding Cape Horn and making a stop in Tahiti, the Endeavour arrived on the coast of New Zealand. Two days later, they anchored in what would later be known as Poverty Bay. No signs of life were observed until the morning of October 9, when smoke was seen rising inland, indicating that the territory was inhabited.

Cook and a group of sailors headed ashore in two boats, leaving four men to guard them while the rest set off toward a line of hills. However, the sentries were startled by the arrival of a group of four M ōri who took an aggressive stance. When one raised a spear, he was brought down with a shot. Cook and his landing party rushed back, and after a few shots, the M ōri withdrew. The following day, another landing was made, and although some communication was possible thanks to Tupaia, a Polynesian whose language was similar, the encounter was no less hostile. Again, a M ōri made an aggressive move, a nervous sailor fired, and another M ōri died.

This was the prelude to an even more aggressive encounter when the M ōri attempted to board the ship and kidnap a boy, presumably to eat him. More M ōri were shot and killed, after which Cook and his crew left the scene and continued their observations at sea. The impression this left on Cook and the scientists of the expedition was mixed. They had already had encounters

with Polynesian peoples in the South Pacific, and while some had been belligerent, none were as aggressive as the M ōri. It's important to note that the M ōri understanding of Cook's arrival and what it represented was partial. To handle it, they resorted to customary behavior toward any stranger approaching their shores. The presence of Tupaia allowed for some exchange and a bit of trade, but little more. Cook was intrigued by these upright, warlike, and proud people.

Cook made two voyages to the South Pacific, and during that time, the "Polynesian Triangle"—Hawaii, Easter Island, and New Zealand—was incorporated into the realm of European knowledge. Both he and the scientists on board claimed to have gained at least a superficial appreciation of the Polynesian race. There was no doubt that the M ōri, though heirs to a unique society, were part of the broader Polynesian culture. However, it was still unclear how and when they had crossed the vast distance to New Zealand. Observing the similarities in appearance, customs, and languages among the scattered islands, Cook speculated that the origin of the Polynesian race lay somewhere on the Malay Peninsula or in the "East Indies." In this respect, he was not far from the truth.

The origins of the Polynesian race have been debated ever since, and only recently, through genetic and linguistic research, has it been confirmed that the Polynesians

originated on the Chinese mainland and the islands of Taiwan, the Philippines, Malaysia, and Indonesia. Oceania was the last major region of the Earth to be colonized, and Polynesia, the last region of Oceania to be inhabited. The vehicle of that expansion was the outrigger canoe, and with the help of tides and winds, a migration began through the Malay Archipelago and South Pacific between 3000 and 1000 BCE, reaching the western Polynesian islands around 900 BCE.

That said, the 19th century was certainly not an exciting time for the peoples already living in Australia. The history of the indigenous inhabitants, known as the "Aboriginal and Torres Strait Islander people," is a complex and constantly evolving field of study, colored by politics. For generations after the arrival of the white settlers in Australia, the Aboriginal people were marginalized because they did not provide useful labor and occupied land necessary for European settlement. However, it is a mistake to assume that the Australian indigenous people passively accepted British invasion. They resisted, but without a central organization or political cohesion, they succumbed to the advance of white settlement with a passionate, but ultimately unsuccessful, resistance.

In many cases, the conflicts provided white settlers with pretexts to inflict a form of genocide on the Aboriginal people who stood in the way of "progress." Their fate was sealed from the first European sneeze in Terra Aus-



tralis, which preceded the importation of the two primary means of social destruction: diseases, including smallpox, cholera, influenza, measles, tuberculosis, syphilis, and the common cold; and alcohol.



*This photo captures another important moment in my life: it was the day my daughters, Antonia and Ariana, met their grandmother in Uruguay, María del Carmen Castro. She left us in March; COVID-19 marked her path to rest...*



## CHAPTER 1

REFLECTIONS ON FAMILY  
AND PERSONAL LEGACY

Well, we, this generation, have something to tell... For example, COVID-19. It didn't just take my business; it also took a part of my life and my beloved mother. My first love, the love of my life, was my mom, María del Carmen Castro—a woman beautiful inside and out, the most humble person on this earth. I only dreamed of giving you everything. Time and the disorder of this life meant that I gave you nothing. Now, like any human being, I'm left with regrets and the weight of living with them, right? The same happened with Dad, Manuel del Valle Lima. He left a mark on me. It had been a long time since I'd spoken with him—maybe for natural or universal reasons, things about being human. He left this earth on my birthday, at the same time. But well, here we are; we all come and go. Cherish family and friends every minute. At this point in the book, call your mom and dad, and tell them you love them.

If you're like me, take a breath, pause in the book, and remember the beautiful moments and their smiles. Let's

keep helping and walking the good path, meeting good and beautiful people. Me? Every day, I meet more bartenders than other people.

Well, and what a great time we always have! Here's a great achievement, like that of my dear Oliver Samayoa, who proudly says he's Guatemalan, defining himself as such, from a country also known as the "eternal spring." I'm passionate about service and mixology. Professionally, I'm a bartender, and classic cocktails play an important role in my career. Over the course of my journey, I've explored different branches of mixology, including tiki. Currently, I'm sharing my knowledge to promote mixology in Guatemala.

Discovering and understanding tiki culture was a challenge at first. I experienced a significant shift that led me to study and learn more about this culture, which transformed my life. I had the chance to leave my country for the first time and meet people from different nationalities who share the same story and culture. I was also a global runner-up, which allowed me to bring my country's name to the top and become part of the tiki family.

The Cusco cocktail, "Matiox B'atz'," is inspired by the legacy of tiki culture, where the past is part of the present and guides us into a tiki future. Here, time is represented by B'atz', a nahual within Mayan culture. A nahual is a protective spirit we receive at birth, and B'atz' is the guardian of time, the nahual of Trader Vic's.

### Recipe:

- 1.5 ounces of Botran 18 Solera rum
- 1 ounce of Botran Reserva Blanca rum
- 0.75 ounces of Reàl pineapple syrup
- 2 ounces of Reàl passion fruit syrup
- 2 ounces of nance cordial
- 1 ounce of orange and lime juice
- 1 ounce of cardamom falernum
- 3 drops (dashes) of Ricantti Amazonian bitter

*Mahalo.*



*Cusco, Peru, 2023. Tiki League Champion 2023*

Recently, I had the chance to experience something unforgettable in Cusco, Peru, alongside Carlos Rivero and other friends. The event's organization was spectacular, and we enjoyed a warm, family-like atmosphere. Among the most memorable stories was Gasti, the Uruguayan who drove from Uruguay to Lima, overcoming deserts, borders, and mountains.

During our stay, we shared lunches and dinners with friends and met new people. One morning, we took a walk Chilean-style with bartender Genesis, the champion of that stage in Cusco, originally from Venezuela but representing Colombia, whose story is in my book. We were also with Adriana from Colombia, nicknamed the flair queen, and my daughter Ailin, along with Valeria from Mexico.

We walked around Cusco, enjoying the hospitality of its people and the richness of its culture. This experience made me reflect on the differences in daily struggles faced by the locals, often for basic necessities, in contrast to the more trivial concerns we deal with in the United States, like tech issues with our iPhones. These trips make us appreciate much more what we have when we return home.

Speaking of experiences, we visited several places. Personally, I wandered alone through some tourist sites, while for others, I joined a tour planned by Carlos Rivero and his wife, which offered a beautiful journey through

Cusco. All the bartenders and delegates visited the Plaza de Armas, an ancient site marking the origin of Cusco. Located in the heart of the Historic Center, it's surrounded by restaurants, bars, travel agencies, and entertainment spots. From the Plaza de Armas, you can see several points of interest. We also went to the top of Cristo Blanco, where, despite the cold, we were comforted by Botran rum. We visited the San Cristóbal neighborhood, Santa Ana neighborhood, the Cathedral, the Church of the Society of Jesus, the first university in Cusco, and finally, a beautiful fountain donated by New York City at the beginning of the 20th century.

For example, we also went walking with Ailin, Genesis, Adriana, and company. We passed places like the largest ceremonial center of the Inca era, located a 7-minute walk from the Plaza de Armas, going down Calle del Sol. The beauty of this place is overwhelming due to the contrast it shows between Inca and Spanish architecture.



On the north side of the Plaza de Armas is the small square of San Cristóbal, next to the Church of San Cristóbal, where you can still see the remains of the palace of the first Inca, Manco Cápac (12th century). From this spot, you'll not only view the entire historic center but also much of the city of Cusco, stretching along the Huatanay River.

This neighborhood is about a 7-minute walk west from the Plaza de Armas, and on the way, you'll pass the famous twelve-angled stone. It's a traditional neighborhood that existed during the Inca era under the name Toq'o Cachi, but with the arrival of the Spanish, it was renamed San Blas. The Church of San Blas stands out for its pulpit, carved from a single piece of cedar wood, in the Spanish Churrigueresque style.

In this neighborhood, you'll also find a small plaza called San Blas, adorned with a water cascade. Additionally, you can visit the museum of the great artist Hilario Mendiola, Limbus Bar, and finally, the San Blas viewpoint.

Frutillada is one of the most delicious drinks you can enjoy in the city of Cusco. Its main ingredient is chicha de jora, made from fermented white corn and mixed with frutilla (a variety of small strawberries), resulting in a pink-colored drink.

The best places to savor this fabulous frutillada are the traditional chicherías or *picanterías* in the city of Cusco. We recommend Mama Trini's chichería, located in the San Blas neighborhood.



I went to the San Pedro Market for breakfast; it would be my first breakfast in Cusco. It's the city's first supply center, built in 1925 and designed by the famous French engineer Alexander Gustave Eiffel. It's a colorful and traditional place, frequented by locals and tourists from around the world. It's the perfect spot for budget-friendly shopping, where you can find handicrafts, fruits, juices, medicinal herbs, and a section dedicated exclusively to prepared food for breakfast and lunch, not dinner.

The market is just a 10-minute walk from the Plaza de Armas, located in the Santiago neighborhood. In this area, you'll also find the oldest cemetery in Cusco, with stunning marble pieces that highlight the importance of the deceased to the locals. This cemetery is the resting place of notable figures in Cusco's art, politics, and literature and was declared a Cultural Heritage of the Nation in 2011. The site offers guided tours during the day, and at certain times of the year (such as All Saints' Day), night tours with performances recounting stories from beyond, remembering those who rest there.

It was an enriching experience, both culturally and personally. Hosting the Tiki League 2023 in that historic city was a fantastic idea.

In early June, Cusco hosts the largest Catholic festival, where you can witness the joy, music, procession of saints, blessing of the Black Christ, culinary festivals, and more. The highlight of this celebration is the blessing

of the Black Christ, also known as the Lord of the Earthquakes, in whom the locals place great faith.

If you want to try 100% Andean food during this festival, people offer the famous dish called *Chiri Uchu*, a Quechua term that literally means “cold dish” since it is served cold. The ingredients in this typical dish include dried meat, seaweed, cheese, toasted corn, tortilla, among others, and it’s often enjoyed with an Inca Kola.

Inti Raymi is Cusco’s most important celebration, dating back to Inca times. It is a pre-Hispanic religious event to give thanks to the Sun God. Originally, it was celebrated each June 21, the shortest day in the southern hemisphere. The celebration was banned during the colonial period and much of the republican era; however, it was revived in the early 20th century, and by the mid-century, the date was changed to June 24 to coincide with the Day of the Peruvian Farmer.

And there’s so much more to tell, but there’s not enough room in this book, and that was just in one week...

**How beautiful it is to have stories!**



*Cusco, noviembre de 2023. Chelo tiki*



## CHAPTER 2

# Introduction to the Tiki World: Culture or Religion

This is the first part of the book. Here, I'll start by talking a bit about what tiki is, because many people—many of you—are just getting to know me and are discovering tiki culture. As I enter this world, I still ask myself to this day: is tiki a culture or a religion? Or maybe it's something you simply feel with your heart. It's a question I keep asking myself, right? And one you might ask yourself once you read this book.

What do the mythical tiki symbols represent, and what do they have to do with Hawaiian culture? Those wooden gods you see in every bar, with their strange expressions—sometimes angry, other times smiling with mouths wide open—are more than just decorations. If you've ever seen those hand-carved figures or the paintings in bars, you'll notice that, by their postures and expressions, the tikis represented important authorities: gods, guardians, and spirits within tiki mythology. Very few tiki enthusiasts are aware of this history, and to

me, it's also deeply spiritual. In fact, it was the spiritual aspect of tiki that attracted me most, even more than the cocktails.

Although I enjoy cocktails, I'm not one to drink them daily; I'll be honest. Sometimes I'll share a beer with friends, but in my Hawaiian shirt at a tiki bar, I'm still part of the tiki culture. I consider myself someone who lives tiki every day; I study Polynesia and keep learning.

For example, about three thousand years ago, navigators, captains, and soldiers from Southeast Asia settled on the islands of Samoa and Tonga. Over the next one or two thousand years, they began a process of Polynesian colonization, occupying successive islands that spanned a vast area, from Hawaii in the north to New Zealand and Rapa Nui in the southeast.



*A booth with my wife Karen in 2023 at the Orlando Tiki Fest*

The Orlando Tiki Fest 2023 made a triumphant return, bringing with it an epic event of exotic mixology that captivated the city. This festival, along with the Tiki League bartender competition, unleashed magic in Orlando, offering new experiences to attendees.

The Orlando restaurant served as the stage for this exciting event. From informative seminars to vibrant competitions, exotic drink tastings, and awards, the Orlando Tiki Fest 2023 was a fun-filled experience for all cocktail enthusiasts.

Renowned journalist Gheidy De La Cruz organized this celebrated event, which was supported and sponsored by major brands like Reàl, Café Tiki Tica, Ron Barceló, Ron Santa Teresa, Ron Botran from Guatemala, El Barrilito from Puerto Rico/Cuba, and El Marielito, among others.

Attendees enjoyed a wide range of activities, from learning mixology techniques to watching competitions among the best bartenders of the Tiki League. They also had the chance to taste a variety of exquisite cocktails and discover new flavors that transported their senses to tropical destinations.

The Orlando Tiki Fest 2023 was a resounding success, establishing itself as one of the most prominent events in the world of exotic mixology. Organizers hope this festival will continue to grow in the coming years, offering tiki lovers an unforgettable experience in the magical city of Orlando.

Our sponsor and organizer of this event, a sensational person in her work and with an immense love for tiki, as she herself says, was the main force behind making this event a reality.



*Gheidy De La Cruz, journalist and former president of the Puerto Rico branch of the Dominican College of Journalists*

Tropical rhythms and exotic flavors took center stage at the Orlando Tiki Fest 2024, an event organized for the third consecutive year by Dominican communicator Gheidy De La Cruz, a pioneer in developing this type of festival in the United States with a Latin touch in Central Florida.



The colorful event took place at Sun On The Beach in the vibrant Old Town of Kissimmee, the heart of entertainment and attractions. More than 300 fans and enthusiasts of exotic and tropical mixology gathered, coming from various states across the United States, Puerto Rico, and Latin America, to connect, learn, and enjoy this city brimming with attractions and options for all.

De La Cruz, director of PG Media Publishing, described the event as a unique blend of fashion, mixology, gastronomy, and entertainment, all in a dynamic, energetic atmosphere. “It was a unique mix of cocktails, rum, entertainment, gastronomy, and tropical style at the Orlando Tiki Fest 2024, with the epic Latam Bartenders USA competition and the Tiki League USA, showcasing a mixology battle between the most innovative bartenders from Latin America, the Caribbean, and the United States,” she said.

Countries like Puerto Rico, Colombia, Mexico, Peru, the Dominican Republic, Panama, El Salvador, Nicaragua, Aruba, Argentina, and Venezuela participated, as well as several U.S. states, where bartenders showcased their creativity and skill in this high-level competition.

Jonathan “Piraña” Cerna, a mixologist from El Salvador, won first place in the Latam Bartenders USA Cup; second place went to Puerto Rican Manny Picón, representing the USA, and third place to Luis Ávila from Panama.

In the Tiki League Exotic Cocktails competition, the winners were: first place to Uruguayan Charlie

De León Machado; second place to Puerto Rican William Collazo Jr.; and third place to Argentine David De Rose.

De La Cruz explained that this year's Tiki Fest wasn't just an event, but a spectacular gathering where the charm of Orlando and the energy of Kissimmee came together. "Attendees enjoyed tastings of various rums and cocktails, as well as a tropical-themed fashion show, directed by Penélope Fashion, director of 'A la Carta Conceptos,'" she shared.

During the festival, organizer Gheidy De La Cruz received letters of congratulations from Florida State Senator Victor Torres and Kissimmee Vice Mayor Olga Castaño.

The festival concluded with an extraordinary show by the Red Shoes Bartender and Latam ambassador for Reàl Infused Exotics, Adriana Laguna, along with musical performances by Luau of Polynesia, with captivating melodies that transported attendees to the idyllic beaches of Hawaii.

Moments that become part of the history of the great tiki family. Orlando continues to grow thanks to people like this, and that's why, here in Orlando, my daughters and I, for the first time, were all together. We celebrated our first fish; it was a first for them too. These moments are shared... tiki is life, it's family.



But an important topic—I reflect on the relevance of appropriate attire in different events and contexts, especially in competitions. Just as one dresses according to the occasion, like weddings or funerals, I believe it should be the same in bartender competitions. It concerns me to see some participants showing up in casual clothing, like jeans and t-shirts, when they’ve dedicated months to preparing a cocktail and its presentation. With 32 years of experience in the bar and restaurant industry, and having worked since I was 18 in various countries, I find it incomprehensible that there’s often a lack of effort in researching and respecting the proper attire for each type of competition.

For instance, in a tiki competition, it's not only important to research the judges and their background to understand their preferences but also to know the correct attire. A professional competitor should have multiple uniforms: one for preparation and photos, and another more authentic and thematic for the cocktail presentation. Almost always, these competitions have a summer theme, so the outfit should be consistent from head to toe with the tiki style of the event.

## **Preparation for a Tiki Competition**

As a competitor in a tiki competition, it's crucial to request detailed information about the event. Key aspects to consider include:

### **Location and Climate:**

- City where the event will take place.
- Expected weather conditions (heat, cold, rain).
- Whether the venue is indoors or outdoors and if it has air conditioning.

### **Equipment and Logistics:**

- Availability and type of microphone (lapel or handheld).
- Use of hands and how it impacts the presentation before the judges.

### Event Schedule:

- Exact time of the competition.
- Time allotted for cocktail preparation.
- Duration of the wait before the presentation and its effect on the ingredients.

### Attire and Presentation:

- Appropriate clothing for the venue's temperature, such as warm attire in colder locations like Cusco.
- Maintaining ingredient freshness, and bringing your own ice if necessary.

### Judges and Style:

- Research the judges and their preferences (sweetness, cultural styles).
- Adjust the tiki cocktail combination to suit the judges' tastes.

### Authenticity and Naturalness:

- Preference for natural ingredients over bottled or cheaper juices.
- Squeezing fresh fruit in front of the judges to showcase authenticity.

## Cocktail Presentation:

- Use of an apron to protect clothing.
- Storytelling and background narrative for the cocktail being presented.
- Personal appearance, such as tied-back hair and tropical decorations for women.

## Glassware and Recipes:

- Selection of appropriate tiki glasses, whether ceramic or glass.
- Consistency in glass size for a uniform presentation.

It's essential to pay attention to every detail, as seven minutes on stage can define the champion. Competitors are encouraged to check everything carefully and remember that, beyond the competition, it's about personal and collective growth in the spirit of tiki.

## CHAPTER 3

# Symbolism and Spirituality in Tiki Mythology

Now the question is: what does it represent for me, and why is Polynesian mythology, tiki mythology, the “cover” of this book? What does tiki represent? Well, tiki is the first human on the planet. That’s what it represents. For instance, those images we discussed earlier, found in the spiritual contexts of Polynesian cultures, especially ancient Hawaiian culture, represent a symbiotic connection between the gods, the land (*aina*), and the people (*kanaka*). If people cared for the land properly, the gods would be satisfied. If the gods were pleased, they allowed the land to provide for its inhabitants.

Each god had multiple forms—what was it called? *Kino lau*, okay—including both human and animal forms. Tiki statues were carved to represent the image of a god, as embodiments of that god’s power. With hand-carved tikis, people believed they could gain protection from evil, strengthen their power in times of war, and be blessed with successful harvests.

We're talking about thousands of years. Some say these beliefs come from before Christ; others believe they are from afterward. For us in tiki culture, tiki is the first man in the universe. The ancient Hawaiians maintained a close relationship with their gods through many forms of communication. Tikis were created as a means of connection and interaction. It's said that the Hawaiian people descend from the lineage of the gods.

It was the responsibility of the high chiefs, the *ali'i nui*, to ensure balance within the family and to show respect to the gods in various ways. I believe that even today, in many religions here on Earth, we still offer tributes to our gods. That's why, sometimes, when things happen beyond our control, we say, "Please, God, we ask nature," yet we are the ones who sometimes let our actions become sin.

The *ali'i nui* were considered direct descendants of the gods and took on a great responsibility because of it. In addition to the tiki images, the high spirits received homage for every action performed in ancient Hawaiian society.

It's said that the first stone tikis were carved around 1400 in the Marquesas Islands. A tiki can take many forms, from giant sculptures of the god of war, Kū, to images of various gods carved into boats, drums, or other utilitarian objects, as well as in ships, rocks, or tattoos on the body. In many ways, a tiki can be represented.

In New Zealand, the Māori tribe differs greatly from other colonized Polynesian peoples, who were massacred



and forced to follow the colonizer's rules. In the case of the M ōri, there was no passive colonization, as they responded to any invader with fierce resistance and bloody battles, often forcing the enemy to flee or negotiate. They also traded statues, bones, skins, and other goods, which prevented forced colonization, reaching agreements like the Treaty of Waitangi, which benefited both sides.

Have you ever seen carved images in bars or clubs? No. But in tiki bars, yes. Why? Because it's a more peaceful setting. Here's something interesting: tiki bars are said to open as a tribute to the Sun god. They always open between 6 and 7 p.m., as they open after the Sun has set, to avoid disrespect.

On the other hand, the haka is a war chant, a rehearsed dance to intimidate the enemy and show that there is no fear. It was also used in Hawaii to greet the Sun each time it set in the evening. It's a coordinated dance with rhythmic words, sung loudly, inviting the enemy to come closer. The haka goes something like this: "Come to me, look into my eyes, I'm waiting for you, I'm not afraid of you." These lines were battle cries, as you can still see today in rugby games within M ōri culture.

The dance includes deep gazes, facial expressions, grimaces, and arm movements, ending with a step forward in a stance that simulates being ready to strike with a spear. The tongue is extended menacingly, as a form of taunting. Some say this was to intimidate, while others

believe it was an invitation to dinner, where the enemy would be the main course.

Now, moving on to tiki culture and tiki mixology. For us, it all began in the United States in the 1930s, when this culture began to take shape, representing island life and the surroundings of these statues.

As I mentioned earlier, with the rise of tiki culture, many restaurants began adopting tiki-themed glasses, souvenir items, torches, wicker furniture to evoke island style, tropical-patterned fabrics, and bamboo as a representative material. Tiki bars served mai tais and other fruity drinks, and soon tiki culture gained a large following in the United States, integrating elements from the Pacific into many areas, from clothing to interior design.

After Hawaii became a state in 1959, tiki culture, aloha shirts, and other island representations became fashionable. Today, you can find large wooden figures in many places, and we ourselves wear necklaces with symbols representing the gods of the sea, earth, fire, and water. Even at the Polynesian Cultural Center on Oahu's North Shore in Hawaii, possibly the most popular bar is in Waikiki, Honolulu. Visitors can enjoy tropical cocktails surrounded by an impressive array of tiki decorations. I was in Honolulu, and it's something incredible, an experience you shouldn't miss in life. Talking about tiki is one thing, but living it is another; being there, immersed in the culture and the people, is something truly enjoyable, especially with family, as they say, *'ohana*.

The “Kon-Tiki” was the name of a raft used by Norwegian explorer Thor Heyerdahl on his 1947 expedition across the Pacific Ocean, from South America to Polynesia. The name of the vessel was attributed to the Inca Sun god. This is where Peru comes in, a country I always connect with tiki. It was said that Viracocha, an Inca deity, bore the name Kon-Tiki. Remember this well; later, I’ll talk more about the connection between Peru and tiki.

The theory suggested that explorers from South America could have reached Polynesia in pre-Columbian times. The purpose of the expedition was to prove the possibility that Polynesia could have been populated by sea from South America. Although South America is part of a fourth continent, according to M ori culture, our rafts and vessels were some of the first to cross these waters, using only currents and winds. You may have seen the movie “Kon-Tiki,” and if not, I recommend it. I’ll tell you that the currents, the almost constant force of the wind, and the westward direction along the Equator accompanied this journey with what many called “the force of the gods.”

The Kon-Tiki expedition was funded by loans and donations, including support from the U.S. Army. Before departing, they traveled to Peru, where, along with a small group, they built the raft using balsa wood logs and other native materials, maintaining the indigenous construction style that Spanish conquistadors had observed in their expeditions. The journey began at noon on April

28, 1947, lasting 101 days and covering nearly 7,000 kilometers across the Pacific Ocean. Imagine 101 days at sea!

## Other Stories...

As the children of Andrés Botran García and Paula María Merino Requejo, they grew up helping in their parents' hardware store, first in Roa de Duero and later in Llanes, Spain. The family's emigration was due to the precarious economic situation in Europe and the limited job opportunities available.

The family settled in the town of Cunén, Quiché. Venancio and his siblings began to develop as entrepreneurs until Venancio, along with his family, moved to Guatemala and bought a store called "La Violeta" in the city center. After five years of working in the store, he sold it and acquired a coffee plantation in Malacatán, San Marcos.



## CHAPTER 4

# Ron Botran: History and Tradition in Guatemala

Lately, we see this product frequently in international tiki competitions, and it's no wonder. I've worked with these products at the Miami Open, a fantastic event in Miami, and beyond that, one learns day by day with the bottle in hand.

Botran 8, Botran 12, and Botran 18—each with its respective aging (to be clear: 8, 12, and 18 years). The latter, without a doubt, is the jewel of the house: it's made from virgin sugar cane honey harvested at the Tululá mill in southern Guatemala. It's distilled on the same property and aged using a system inspired by the Spanish solera and criadera method, in Quetzaltenango at 2,300 meters above sea level, in barrels that previously held bourbon, oloroso sherry, and port.

The result is a complex, elegant, full, and deep rum, blending the natural character of the volcanic lands of Guatemala with the richness added by the unique notes from a patient and discerning aging process. This all con-

verges into a fascinating expression, with notes of fresh fruit (pineapple, ripe banana), citrus peel, spices (vanilla, clove, cinnamon...), and wine-like accents.

Botran 18 years is an exceptional rum, destined to become a favorite among enthusiasts who appreciate the finest (liquid) things this world has to offer.



*Venencio*



*Felipe*



*Jesús*



*Alejandro*



*Andrés*

## **Rum Botran Roajú**

It is a tribute in the form of rum to the unparalleled history of the Botran Merino brothers, especially Don Venancio Botran, the eldest brother of this dynasty of rum makers, who left his homeland of Burgos, Spain, 100 years ago to come to Guatemala.

Botran Roajú is presented as an homage to authenticity, an ode to tradition, and a return to the roots of the Ron Botran brand. Created to celebrate a century of influence and flavor in Guatemala, this rum is characterized by its limited production, making it a true treasure.

This exceptional rum is crafted from a careful blend of rums aged for a period ranging from 8 to 20 years. What sets

it apart, however, is its special finish in barrels that previously aged wine from Ribera del Duero, in Burgos, Spain. This unique process gives the rum a caramelized and elegant profile, sure to appeal to the most discerning connoisseurs.

The sensory characteristics of Botran Roajú are a symphony of flavors and aromas, beginning with its dark copper color, evoking the richness and depth of its taste. It features notes of toasted wood, melted caramel, dark fruits, prunes, and a spicy hint of cinnamon and pepper.

On the palate, it unfolds delicate nuances of toffee, prunes, black cherries, toasted wood, and freshly roasted coffee. A sweet and lingering toffee glides smoothly across the palate.

Botran Roajú, which means “Red Oak” in Spanish, is more than a simple spirit; it is a bridge between two worlds. From the lands of Ribera del Duero, known for its excellent wine, to the Guatemalan lands famous for world-class rum. This rum will take you on a unique sensory journey, filled with history and tradition in every sip.

Rum enthusiasts and liquor collectors shouldn't miss the chance to try this limited-edition marvel. Botran Roajú represents the culmination of a rich heritage and a century-long history of passion for rum.

The Guatemalan rum brand Botran has not been available in the U.S. market since 2019. Now, the brand is back with new expressions, a fresh image, and a new sustainability accreditation. Basically: everything's new.

The bulk of the new Ron Botran lineup now includes a number on the label, unlike previous editions, though these aren't age statements. Like many rums, these are fantasy names that indicate the oldest rum in the blend, not the youngest. All aged Botran products are sole-ra-style blends of rums ranging from 5 years up to the number listed on the bottle. So, Botran No. 12 consists of rums from 5 to 12 years old. Got it?

We received the three oldest expressions in the Botran range for review. All are 80 proof and come in 700 ml bottles.

### **Botran Rum of Guatemala No. 12 Superior Reserve**

Aged in three types of barrels: American whiskey, medium-toasted American whiskey, and sherry. Slightly rough, this rum's spiced aroma is almost peppery and shows some astringency. The spirit has a meaty note that intensifies over time before giving way to a distinct coffee bean note. The palate feels murky and requires focus, with an excess of caramel that makes everything taste, well, like caramel. Cloves appear alongside more coffee, but it's the aggressively earthy elements that cling to the finish, somewhat harsh.

### **Botran Rum of Guatemala No. 15 Special Reserve**

Aged in four types of barrels: American whiskey, medium-toasted American whiskey, sherry, and port. This is



a rounder expression of rum, where coffee once again quickly dominates, accompanied by a considerably less leathery and slightly spiced nose. On the palate, a chocolate note blends well with the spiced qualities of the blend, giving the rum a slight hint of Mexican chocolate. Fruit emerges as the finish builds, with notes of plum and cherry, making it much more enjoyable and balanced than No. 12.

### **Botran Rum de Guatemala No. 18 Family Reserve**

It follows the same barrel regimen as No. 15. It's a bit sweeter, with a cherry and brown sugar note that blends well with the coffee aromas. Some elements of licorice and anise persist. On the palate, it's rich, with notes of coffee and chocolate syrup. The rum shifts to a candied licorice note on the finish, with molasses and sweetened coffee. It's not overwhelmingly complex, but it's the most balanced of all and a good choice for cocktails.



Let's talk about a journey into tiki and a spiritual connection between friends and more... Here begins a story of migration and love for what brings us together today.

*Family uses Botran*



*Carlos Rivero (founder of Tiki League South America), Iván Valdez (Senior Global Marketing Manager), Elis Carreiro (Italian bartender), Diego Arias (representative and manager for the Americas and the Caribbean for the Botran family), and Chelo Tiki.*

*We spent a spectacular 15 days in Miami,  
filled with tiki and family*



*Alexandra Alfaro (Corporate Marketing Director at Industrias Licoreras de Guatemala)*



*Botran Family, Diego Arias, Iván Valdez,  
Rodrigo Fonseca (Market Director at Licores de Guatemala)*



The Botran empire was born from fire: the fire that devastated the grocery store owned by the family in Roa de Duero marked the beginning of a successful business that continues to write its history in golden letters. It was the mid-19th century. Devastated by such a misfortune, the couple Andrés Botran and Paula Merino decided to leave impoverished Castilla and start a new life with their five children in more prosperous lands. Their first destination was the Asturian town of Llanes, although they didn't stay long. By the early 20th century, the eldest son, Venancio, decided, like so many men of his time, to "try his luck in the Americas." Across the Atlantic, the land promised fortune: the Botrans had seen many

Spaniards return from those overseas countries with great wealth.

Venancio embarked from Gijón in 1910. His destination was Mexico, but fate intervened during the long transoceanic journey when a fellow traveler persuaded him to seek his fortune in Guatemala. Unlike Mexico, a more common destination for Spanish emigration, Guatemala offered more opportunities as a relatively unexploited land in every respect. Guided by his instincts, Venancio took a chance and settled in the Department of Quiché, in the northwestern region of the Central American country, near Mexico, which had a bustling trade scene. He opened a business there, working tirelessly from dawn to dusk, without rest or respite.

Two years later, the second Botran brother, Andrés, traveled to Guatemala. Within less than five years, the rest of the family followed suit: Jesús, Felipe, and Alejandro joined their brothers in the business. They came to own several stores in this region of the country until they decided to settle in the capital, where they acquired a large warehouse that sold a variety of goods. However, the entrepreneurial spirit of this family from Burgos was not satisfied, despite the business's prosperity and the comfortable life it afforded them. A key decision by the Guatemalan government gave the Botran family the final push they needed: allowing private enterprise to acquire businesses related to liquor.

Thus, the Botran family from Burgos was able to launch the Quezalteca Distillery, which, by the 1940s, already had the most modern facilities. Thanks to their enterprising spirit, the Botrans developed, updated, and modernized the production of traditional liquors (such as the famous “La Indita,” deeply rooted in Guatemalan customs and often used in indigenous ceremonies reminiscent of Mayan culture), as well as a whole range of liquors that have earned them international prestige.

Indeed, the business the Botran brothers launched three-quarters of a century ago now boasts extensive facilities equipped with the most modern distillation methods, allowing them to compete in the international market at the highest quality levels. What sets Botran rum apart from other rums in the Caribbean or Central America is that Guatemalan rum is sweeter, as it is made directly from virgin honey extracted from sugar cane and not from sugar cane byproducts, as is the case with other types of rum.

Botran rum is also supported by the climatic and topographic characteristics of Guatemala, which provide ideal conditions for growing late-maturing sugarcane varieties, highly valued for their high sugar concentration. To produce their aged rums, Botran ferments the concentrated sugarcane juice using a proprietary yeast strain, which transforms the sugars into compounds that give the rum its unique aromas and flavors.

Botran's aged rums reach their maturity in Quetzaltenango, the city where the aging warehouses are located. It is here that young and mature rums are carefully blended and aged in specific barrel sequences tailored for each product.

"The Botran brothers managed to instill in their descendants the commitment to develop the businesses they had started. From 1955 to 1975, they focused primarily on marketing all the products of the Quezalteca liquor industry, initially in Guatemala City and later worldwide. The Botran family has been an example of activity, effort, and development, establishing Botran Hermanos, one of the best-established Guatemalan companies globally and a source of income and employment for many Guatemalans," notes historian Miguel Castro Gómez.

The Botrans never forgot their origins: Alejandro and Jesús served as presidents of the Spanish Charitable Association in Guatemala, and in 1958, the Spanish government awarded them the Knight's Cross of the Order of Civil Merit.

An unstoppable expansion, the Botran rum brand, operating as Industrias Licoreras de Guatemala, has become one of the most famous in the world. Years ago, it began its expansion into the North American market, where it is now firmly established and boasts high-profile supporters, such as Cuban-born businessman Emilio Estefan, its

ambassador in the United States, who stars in a campaign with a clear slogan: "The night begins with Botran."

But there is much more: Botran's aged rums rank among the ten best-selling in the world, according to the prestigious magazine *Drinks International*. For five consecutive years, Ron Botran was awarded the title of "Best Rum in the World" by experts. The company is now led by Roberto García Botran, grandson of Jesús, one of the five founders of this rum empire.

Last year, Botran obtained the Geographical Indication registration for "Ron de Guatemala" from the European Union, a certification that enabled the brand to export its product to European markets, including Spain, where it launched last year with the goal of winning over the entire continent. In just over a year, Botran has managed to carve out a place in the market of the family's homeland, thus closing a kind of life circle.

### **Never has a journey between Spain and Guatemala been so sweet.**

The Botran family is commonly known for their sugarcane production in Guatemala, but in 1939, they decided to embark on a new path by founding the *Industria Licorera Quetzalteca*. The five brothers agreed that the best place to age rum in Guatemala was Quetzaltenango. Since



then, they have been involved in every detail of their rum production. Although the aging process has evolved, it all began with the aging method known as the “Solera System.” This process involves the blending of young and aged rums, which are matured over years in white oak barrels.

They were the first family to produce Guatemalan rum, and today they continue to craft one of the highest-quality rums in the world. Their premium rums, such as Solera 1893 and Reserva, have won numerous international awards for their complexity, depth, and distinctively sweet flavor.

## **Types of Rum:**

**Botran Solera 1893:** An elegant and complex blend of rums aged between 5 and 18 years. These rums have undergone a careful selection process, chosen for their balance and character. The aging process has intensified its aroma, resulting in a full-bodied and elegant rum.

**Rum Botran Reserve:** A complex blend of rums aged between 5 and 14 years, created through a slow and meticulous aging process. The Botran family has infused it with a unique style, offering a long-lasting finish and distinct sweet flavors.

**Rum Botran XL:** A very light white rum, aged in American white oak for 2 years, with subtle notes of wood, vanilla, and fruits, and a smooth flavor.

**Rum Botran Aged 12:** This renowned rum is the result of blending rums aged between 5 and 12 years.

**Rum Botran Aged 8:** Created from a fusion of rums aged between 4 and 8 years.

**Rum Botran Aged 5:** A rum crafted with a blend of rums aged between 3 and 5 years.



*Erich Bauer*

My name is Erich Bauer, I am from Quetzaltenango, Guatemala, and I have 6 years of experience in the incredible world of rum.

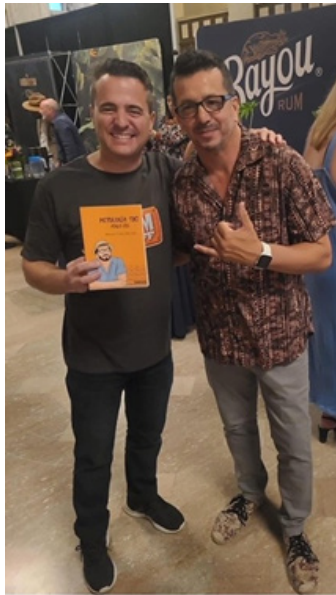
I am the brand ambassador for the Americas, and I am very proud to represent Guatemala and this product filled with legacy and rich history.

For tiki cocktails, Botran represents all those flavors, aromas, and mixability that come from the different barrels in its unique aging process. It contributes to each cocktail in the hands of every bartender and their creativity.



## CHAPTER 5

# Tiki Competitions: Miami Rum Congress and Cantinero Games



In 2024, Chelo Tiki and Fede J. Hernández from TheRumLab decided to form a partnership and launch a fun competition for bartenders and flairtenders during the week of the Miami Rum Congress 2024. This led to the creation of “Cantinero Games.” With Miami being the

gateway for the rum industry, the Miami Rum Congress is arguably the most important event on the East Coast of the United States. This event is organized by TheRumLab.

Who is Fede J. Hernández? Born in Puerto Rico, his passion has always been to venture into the entertainment industry. Around 2007, he had the opportunity to open the first rum bar in Puerto Rico, which he named "Caña." Simultaneously, the Puerto Rico Rum Festival, called Taste of Rum, was launched. Over the years, Federico moved with his family to Ohio, and from there, he began an aggressive expansion of events, such as the New York Rum Fest, Chicago Rum Fest, California Rum Fest, Texas Rum Fest, and the Miami event.

Naturally, as a Puerto Rican, Federico has always been drawn to the rums and history of his island. In 2023, he published his first book focused on the history of rum in Puerto Rico, titled *Rum-Clopedia*.

## CHAPTER 6

# The Barwoman: Stories of Women in Bartending

But now we return to Mexico, but with a taste of Chile... you'll soon understand what I mean... My friend...

## Who is the Barwoman?

The Barwoman is a woman who, to pay for her studies, started working in a nightclub in 2011, when she was 18. In those years, my boss used to call the women working in his bar “barwomen,” and honestly, I always liked the term because it gave us a place as women behind the bar. He called the men “barmen,” and even though, back then, people in Chile still questioned whether a woman could do more than just smile while serving cocktails, I’m grateful to Víctor, my boss, for making me see bar work as just any other job—dignified and regardless of gender.

The nickname itself was born when the pandemic hadn’t yet ended in Chile, and to compete in the LACC, I needed a public Instagram account, something I had

resisted for years. But I had already signed up and couldn't back out. After considering several names, I told myself, "Caro, you've always been a Barwoman, you are the Barwoman," ha-ha. And that's how the nickname was born. What came next was taking on the social responsibility of what to do with social media, as exposure, for me, had to be mindful. So, the Barwoman became a space to share all possible information about the industry, support and promote the work of other colleagues, raise my voice, and show my learning journey in tiki mixology.

The Barwoman, like Carolina, is a very sensitive woman. Both prefer to be mysterious, yet they love being everywhere, embracing people and reminding them of how amazing they are. The Barwoman was the first bartender to win an international competition for Chile: the LACC in Orlando 2022, and she promised herself she would be the first of many other women, conveying to them that, with study and perseverance, anything is possible. I emphasize women because we have ventured down the difficult path of carving out a place where society told us we shouldn't be, for a host of conservative reasons.

The Barwoman is deeply grateful to the global tiki community, not only in Latin America, as she has felt the support, affection, and admiration of many people. Tiki saved an important part of my life when two very impor-



tant people had left. It restored the meaning of the path I chose: to serve, to offer experiences, to share joy, to pass on what I'm learning, and to give a lot of love in every new challenge I take on.

The Barwoman is a bartender who has walked her path hand in hand with many people willing to share what they know with me.

### **What inspired you to win?**

Finding inspiration was a whole process because I entered the competition simply eager to learn. Initially, it was crucial to understand the concept of the competition well and how I could adapt it to Chile, my country. I didn't want to tell distant stories, so I decided to focus on Rapa Nui throughout the competition. I had performed folk dances for several years as a teenager, one of them being Rapa Nui, so I already knew the stories behind their festivities and dances. During the summer of the competition, I was walking with a friend, Miguel, when we were offered pineapples from Easter Island—those wonderful small, sweet pineapples you can eat without fearing rough fibers. That's where it all began; it was a sign! Ha-ha!

I reached out to people living on the island to ask about topics that would be appropriate to address in a competition like this, since the Rapa Nui people are very careful

about sharing their culture and traditions. This is where the Kai Kai was born, named after a Rapa Nui tradition in which stories are told by forming figures with threads, something passed down from generation to generation. The presentations include dances, just as tiki and its cocktails have also been passed down through generations, spreading a legacy of joy.

Why go so far when I had the island within Chilean territory, a culture I had learned about as I grew up? All my competition cocktails were inspired by different aspects of the Tapati, the festival held in Rapa Nui to welcome the new year. The Kai Kai refers to the message we pass on year after year in the competition, just as Rapa Nui women have shared their stories through generations. As a woman, and knowing few others who competed, especially in tiki, I wanted to join the voyage of infinite memories and share my story of evolution with those who joined along the way.

My cocktail featured grilled pineapple; I sweetened the common pineapple even more to mimic the enticing sweetness of Easter Island pineapples, which have that uniquely seductive sweetness.

The inspiration ultimately came from constant study to immerse myself in the island's activities, staying true to the structure of tiki cocktails, and being careful with how each theme was presented. This is how my *Kai Kai* was born—the *Kai Kai* of La Barwoman.

## What's the name of the cocktail?

*Kai Kai #1*

### Recipe:

- 75 ml rum mix (Botran 12, El Barrilito 3 Estrellas, Libertalia Spiced Rum)
- 60 ml grilled pineapple with coconut oil, honey, and ginger
- 15 ml Tío Pepe Fino Sherry
- 15 ml fresh lime juice
- 22.5 ml Reàl Banana

## What tiki means to me?

For me, tiki is the transformation of energy at the bar, a gastronomic movement that I deeply respect, as it's not easy to master. It requires extensive study, responsible use of raw materials, and the crafting of specific recipes where honoring the origins is essential. There is a profound respect for the structure of the cocktails and, above all, for their concept. I believe this is what will allow tiki to endure, creating a strong community of colleagues eager to learn more.

To me, tiki is the rebirth of the bar community, with no secrets.



*With love for my friend Chelo Tiki.  
Wishing you success and a beautiful life, my friend*

## CHAPTER 7

## Biography of William Collazo



William Collazo Pérez was born on January 21, 1958, in the city of Chicago, Illinois, United States. His parents were José Antonio Collazo Pagán and Aida Pérez. He is the second of three siblings, with his older brother Nelson Collazo and younger brother Carlos Collazo.

Over the years, his entire family decided to return to Puerto Rico. His aunt Esther recalls some very amusing stories from that time. It turns out that, when they visited their family in the countryside, William, who had

never seen chicks before, was so curious that, when he held them in his hands, he squeezed them so tightly he ended up killing them. Also, at his grandmother's house, he and his brothers hid a little rooster under the bed until the rooster escaped, and his grandmother found out.

As a child, he attended his first grades at Villa Grillasca School, then at Emeterio Colón School, and graduated from Dr. Pila School. From a young age, he was very humble and hardworking. At his job at Weston Instruments, he met his beloved wife, Sonia Rivera.

We must say that it was not easy for him to win her over, as William was very assertive and Sonia a young, free-spirited woman. However, with time, he achieved his goal and won her heart. He proposed on May 11, 1986, and they were married on August 30 of that same year. From that beautiful relationship, their firstborn, William Francisco Collazo Rivera, was born on February 26, 1989. Wilito is the kind of son every father dreams of having, as he is truly special in every sense of the word. Both William and Sonia were genuinely blessed with their first child, and they were blessed again with the arrival of the family's little princess, Soliam Merced Collazo Rivera, the apple of her father's eye and her mother's darling, born on May 5, 1992. We have to acknowledge that Soliam is her brother William's right hand; she takes such good care of him!

After several years working in the private sector, he left his job to dedicate himself to his family. He began working as a bartender alongside his mother, Aida, at La Guancha. He took various courses in the field and is now a bartender and national judge, having received many accolades. He has had the opportunity to represent Puerto Rico in 19 countries around the world. Additionally, he is an active member of the Puerto Rican Bartenders Association, where he served as secretary and vice president.

Adding a few words to this tribute, I want to say that William is the kind of person who embraces you without even knowing you, who puts so much love into what he does that it radiates to those around him. So much so, that you'll always see his family by his side—wherever he is, his family is always with him.

Thank you, thank you for giving us that love, for always being that warm and kind person without asking for anything in return. On behalf of all the bartenders in this universe, may God bless you, my dear old William!



*Here are two great friends of mine*



## CHAPTER 8

# Memories and Celebrations: Tiki League in Cusco

But well, a bit more history and memories. This day is also special for me. Here, in this photo, there is so much tiki... it's family.



*My dad sitting, and me standing behind him. I'm the third one on the right, behind little Adrián. It was our first tilapia fishing competition, and we won as champions in 1988*

Karen suggested that I take a tour through the missions of Guatemala to document the second part of tiki mythology in a book. This work will capture experiences with families from various Latin American and Central American countries, highlighting Guatemala's importance as the birthplace of family tiki culture in the United States.

Innovation in Tiki Mixology. I'm considering how we can innovate in tiki cocktails without losing our roots. I've experimented with rums like Ron Botran and organic blends, reflecting the current trend toward health-conscious choices. With the variety of flavors from Reàl Syrup, I see an opportunity to create new cocktails that honor the tiki gods we've discovered, all while respecting our culture without fusing it with others.

Recently, I attended the Tiki Go Go event in the United States. I was invited by my friends at Reàl Syrup, especially my friend Christine from the Reàl Syrup family, and by José, my friend from Tiki Go Go. I am very grateful for this, as I enjoyed the excitement and family unity that characterize these gatherings. However, I feel a certain discomfort or concern when cultures are mixed inappropriately, as I observed in the bartender competition in Cusco. It is crucial not to confuse or blend tiki culture with others.

Of course, this ties into the work we are doing every day, and in this case, our great friend Carlos Rivero, along

with Joel and Phillips, are our pillars. Thanks to them, South America and Central America have, so to speak, become part of the great American Tiki Latam family. Each of them plays a different role; each has something the others don't, and that's how solid teams like this are formed: the great Tiki Latam.

Worldwide, they work in South America, but they also reach North America, making many people "open their eyes," as we say in my country. Carlos, with his story and his work, along with his team, is knocking on doors every day—doors that should already be open—just by showing the logo of that product that guides us and elevates us with world-class flavors. We no longer have excuses to experiment with our combinations and take that journey to Polynesia without actually going there, all thanks to Reàl Syrup.

Maybe you're not a bartender, and today you're here looking up what Reàl Syrup is or what it's about. Well, let me tell you a bit about this romantic story between Reàl Syrup, tiki, and its bar soldiers. And now you, too, will be part of this brigade of future soldiers, as you'll be able to experiment and play with Reàl Syrup right at home.

Speaking of Karen, I am grateful every day for her contributions to Chelo Tiki. Behind all of this, if there's one woman, it's her. In this book, we have many ideas and projects that come from her dedication, so here's a toast to Karen.



**Maybe Reàl still needs to speak, but it's truly Reàl. And well, this is the story...**

Reàl Cocktail Ingredients began in 2006 with the goal of bringing the fresh flavors of exotic fruits to mixologists around the world through the first infused syrup. Since then, we've discovered countless uses for this line of syrups in drinks, dishes, and toppings.

This friend, Reàl Syrup, whom I respectfully call "RESY" at home (like calling Alexa by her name; everyone has their own), well, I call my wife "My love" at home, and sometimes in public, respectfully, I call her Karen. Similarly, I call Reàl Syrup by its full name out in public, but

at home, it's just RESY. That's how it is. These exotic infusions were born from our search for the perfect coconut flavor.

Typically, coconut cream products are challenging since they spend a lot of time in warm conditions in markets and trucks, are sold in cans that complicate use and preservation, and there's always the question of where and how long they've been exposed to heat.

Then along came RESY. After developing the infused Coco Reàl syrup and sharing it with mixologists worldwide, we received an overwhelmingly positive response, and we knew we had to apply this formula to more exotic flavors.

Today, we have flavors like lychee, guava, and pumpkin. Now, the spicy syrup is perfect for sauces, and the pear syrup is spectacular, especially for chefs and desserts like a pear tart—delicious! And there are many more flavors, not to mention agave. The best margaritas I've ever made were with Reàl's agave syrup, which is available for anyone looking to add something new to their kitchen, bar, at home, or even poolside at a family party.

The possibilities are endless with our wide and diverse collection of infused syrups. Reàl can be used across culinary arts and mixology. Whether drizzling a bit of Pumpkin Reàl on freshly baked dishes (imagine this for Thanksgiving in the U.S.) or adding a touch of Guava Reàl to your

favorite cocktail, our products let you enjoy delicious, exotic flavors within everyone's reach.

We want food lovers, mixologists, and chefs alike to elevate their creations with ingredients of the highest quality. But we also think about mom or dad at home, enjoying a Sunday barbecue and cocktails by the pool.

Even for the little ones, imagine making fresh lemonade with flavors for your kids. Picture your kids selling lemonade at a garage sale! Here in the U.S., that classic kids' lemonade stand is perfectly complemented with Reàl Syrup!

I'll give you a few tips. For instance, one of the most popular syrups is Strawberry Reàl, which contains a blend of California Camarosa, Ventana, and Albion strawberries infused in premium cane sugar syrup. It's perfect for handcrafted cocktails, strawberry lemonades, and countless delicious desserts.

As I write, I'm enjoying an aged Botran 18-year Solera rum, appreciating its complexity and notes of vanilla, cocoa, and tobacco. I recommend cocktails inspired by the geography and mythology of Guatemala, like "La Laguna" and "Socomil," which use Botran aged rums to capture the essence of sacred places and natural wonders in the country.



*Because, when I talk about Reàl, I'm talking about...*





## CHAPTER 9

# Philip Berrios and His Impact on the Beverage Industry



*Philip Berrios, General Director for Latin America and the Caribbean at American Beverage Marketers*

A Puerto Rican entrepreneur passionate about business in the consumer and customer service industries, Philip's vocation emerged at 26 while working at Bacardi, where he introduced and developed the brand by training hundreds of bartenders and servers across various Caribbean islands. His masterclasses focused on comprehensive quality in bar service.

After 17 years at Bacardi, he founded Showtender Caribbean Group with the support of Showtenders USA, his strategic partners. He also created The Bartender Magazine PR, the first specialized magazine for this community in Puerto Rico.

Philip's influence and his magazine attracted the attention of American Beverage Marketers (manufacturers of mixers like Finest Call, Reàl Infused Syrups, and Master of Mixes), who saw in him an opportunity to expand their products outside of the United States, leveraging his network of contacts with importers, bartenders, and the broader trade industry.

Today, American Beverage Marketers and their products are present in over 100 countries, backed by a management team, influencers, and ambassadors who elevate modern mixology to the highest standards with products that simplify bar tasks for various consumption experiences.

With over 40 years in the industry, Philip Berrios continues to provide support through various associations

and enthusiasts of the brands he has represented, always maintaining the same commitment he had from day one.

His motto is: “Make your team better than you and understand that they won’t be until their people are better than themselves.”

For more information on American Beverage Marketers, visit their website: [abmcocktails.com](http://abmcocktails.com).



*It's worth noting that he was the first person to receive my book, right in the midst of the COVID-19 era*

**Thank you for everything!**



## CHAPTER 10

# Creativity in Mixology: Syrups and Desserts

## **Cheesecakes, Pies, and Cakes**

The natural sweetness and vibrant colors of Reàl make it ideal for any dessert, whether as a decoration or to enhance the flavor. Add a touch to your favorite dessert and surprise everyone. Try Strawberry Reàl on cheesecake, Raspberry Reàl on chocolate cake, or Pumpkin Reàl on apple pie to create a restaurant-quality dessert without the hassle.

## **Pancakes and Waffles**

Imagine it: a stack of fluffy pancakes or waffles with the finest ingredients... Reàl Infused Syrups bring them to life! Drizzle your favorite exotic flavor, from passion fruit to guava, or stick with the classics like strawberry or blueberry. You can also add your favorite Reàl Infused Syrup

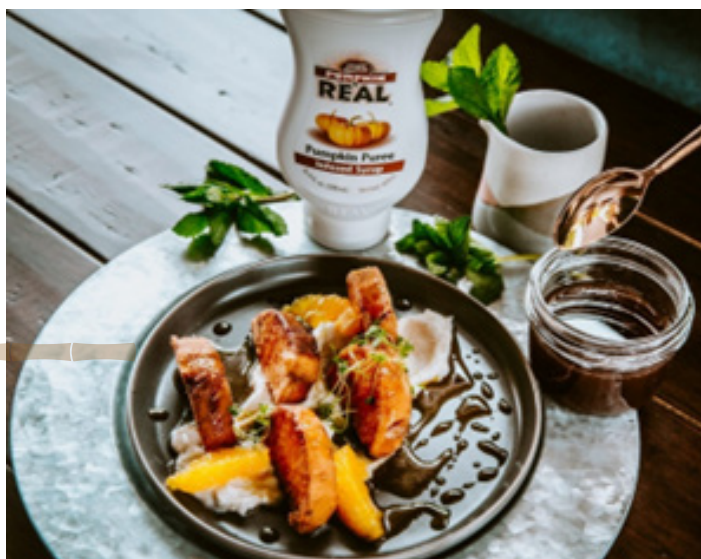
directly into the batter—just 1 tablespoon for an extra burst of fresh fruit flavor.

## **Oatmeal and Granola**

Take your oatmeal to the next level with Reàl puree-in-fused syrups as a topping. Your oatmeal won't just be sweeter, but it'll have a delicious fruity flavor. Add Coco Reàl for a tropical twist, Hazel Reàl for a chocolaty note, or combine Pumpkin and Vanilla Reàl to create a seasonal pumpkin pie flavor.

## ***Crispy Sweet Potatoes***

**SERVES 4-6**



## Ingredients

- 1 cup of Pumpkin Reàl
- 1/4 cup of pure maple syrup
- 1 tablespoon of apple cider
- 1 teaspoon of salt
- 1 teaspoon of freshly ground pepper
- 2 sweet potatoes
- 1 orange
- 2 cups of rice flour
- 3 cups of canola oil
- Ricotta cheese, to taste
- Macadamia nuts, for garnish

## Instructions

- Preheat the oven to 400°F (200°C). Mix the Pumpkin Reàl, maple syrup, apple cider, salt, and pepper, then refrigerate.
- Roast the sweet potatoes for 45 minutes. Allow them to cool completely in the refrigerator.
- Peel the orange and, using a sharp knife, separate the segments (supremes) without the membrane.
- Slice the cold sweet potatoes and coat them in rice flour.
- Heat the oil in a pot over medium-high heat until it reaches 350°F (175°C). Fry the sweet potato slices for about 2 minutes, until crispy.

But now, let's go back to where, I believe, the journey toward this family union and the great love shared between tiki and Réal Syrup began. A day that marks the beginning of this path, at least for me, though they were already moving forward with steady steps...

From September 2 to 6, 2017, the first tiki cocktail festival in Latin America will be held in Lima at the BTH Hotel. This convention will feature the star participation of Daniele Dalla Pola, a renowned Italian bartender and expert in tiki, tropical, and exotic cocktails, who arrives in South America for the first time after his tours in Greece, Thailand, Russia, Belgium, China, Japan, Spain, the United States, Mexico, Saudi Arabia, South Africa, England, the Dominican Republic, and Panama, thanks to Réal Infused Syrup.

The festival will bring together experts in the tiki cocktail, rum, and bitters industries from Chile, Mexico, Colombia, Trinidad and Tobago, Venezuela, Puerto Rico, Spain, Italy, and Peru, who will share their experiences and knowledge through a series of seminars.

During these days, the Kontiki Lima Tiki Fest will offer activities for attendees, including seminars, the tiki cocktail competition "Kontiki Challenge Competition," and tastings at the "Room & Tasting Rum," featuring over twenty-five brands. There will also be a party at Sukha Buda Lounge and a spectacular closing with Daniele Dalla Pola as the featured bartender.



This is how it begins; this is how it continues. As I've said, I think we were about 40 people, but that family keeps growing. I was working at the Meliá Hotel in Celebration, and on a sunny afternoon by the window, a meeting of three people began—a new path was starting, the bond between the USA and Latin America.

How beautiful it is to remember family. As I've shared, one day in March I lost my mom; COVID-19 took her from me. But something special happened that day: my daughter Ariana called me, took me to my bar in the back, and, to ease my sadness and dry the tears for the one who gave me life, she made me a rum and Coke. It was a gesture that touched my heart, and I captured a photo that day: such a sweet girl, only 11 years old, had that idea, knowing what I like. She took me to my own bar. I love you, my dear, and I'll always remember that day... especially because of you.



*Ariana even found a garnish to match my taste... the best rum and Coke of my life and at the perfect moment*

Orlando, Florida. With representatives from 14 Latin American countries, the “Orlando Tiki Fest 2022” was presented for the first time—a festival of exotic cocktails aimed at the Latin market, produced by Dominican communicator Gheidy de la Cruz.

For two days, the Latin public enjoyed the grand finale of the “Latin American Cocktail Championship,” where top bartenders faced off.

The innovative festival took place at the Melia Orlando Celebration, Walt Disney World Good Neighbor Hotel, under the production of PG Media Publishing, led by Gheidy de la Cruz and Carlos Riveros, “Tiki Man,” a Peruvian founder of the “Tiki League” and Tiki Fruit, a pioneering company in the region dedicated to creating tiki mugs.

Journalist and producer Gheidy de la Cruz highlighted the impact of Latinos and their contribution to the local economy by bringing this event, which brought together influential bartenders from the Dominican Republic, Puerto Rico, Mexico, Colombia, Chile, Uruguay, Peru, Ecuador, Costa Rica, Guatemala, Venezuela, Aruba, and the United States.

“This has been a great challenge, but I am happy to be the pioneer in bringing an event of this magnitude to Orlando and to have the support of the local audience, with a full house,” said Gheidy de la Cruz, who was recognized by Orlando Mayor Buddy Dyer and Kissimmee Vice

Mayor Olga Castaño for her work in uniting cultures and presenting this groundbreaking festival.

The event featured a prestigious panel of judges including Daniele Dalla Pola, Martin Tummino, Marcelo del Valle, Iván Muñoz, Miguel Martínez, José Ortega, Carlos Cuarta, Ray Cruz, and Martin Levert, with Gastón Santandreu as the host.

“Orlando was selected as the perfect stage to bring together—for the first time—bartenders who embrace the tiki philosophy from Latin America and the Caribbean, as a symbol of reunion and unity after the COVID-19 pandemic,” explained Gheidy de la Cruz, director of PG Media Publishing.

The festival included seminars, tastings of renowned spirits, a luau show with Polynesian performers, and live fire dances. Both international and local attendees enjoyed their stay while exploring the tiki philosophy and the uniqueness of this one-of-a-kind event in Orlando.

And it continued in 2023... The Orlando Tiki Fest 2023 returned triumphantly, presenting an epic exotic cocktail event that captivated the city. This festival, along with the Tiki League bartending competition, unleashed its magic in Orlando, offering new experiences to attendees.

Céntrico Restaurant in Orlando hosted this thrilling event. From informative seminars to competitions, tastings of exotic drinks, and awards, the Orlando Tiki Fest

2023 was an unforgettable experience for cocktail enthusiasts.

The renowned journalist Gheidy de la Cruz organized this acclaimed event, which was supported by major sponsors like Reàl Syrup and Botran rum.

Attendees enjoyed a wide range of activities, from learning mixology techniques to witnessing competitions among the top bartenders of the Tiki League. They also had the opportunity to taste a variety of exotic cocktails and discover new flavors that transported their senses to tropical destinations.

The Orlando Tiki Fest 2023 was a resounding success, solidifying its place as one of the most prominent events in the world of exotic cocktails. The organizers hope that the festival will continue to grow in the coming years, offering tiki culture enthusiasts an unforgettable experience in the magical city of Kissimmee.

Tiki is life, tiki is energy. But well, the first tiki event where I was truly initiated was in Atlantic City, at a tiki event where I met Oriol, who was presenting Reàl Syrup. At that time, he represented Reàl Syrup; it was 2017, at an event hosted by our friend Peter. We hit it off right away, and Edwin was there too, who now owns 173 Grados in Puerto Rico—a place I visited in 2023. It's a beautiful spot, a chapel of tiki energy where friends can gather and feel at home in Puerto Rico. It was on that trip, with Karen, that Edwin and I toured the island. Edwin, a great

friend and colleague, worked with us at the Meliá and was my adventure buddy in Puerto Rico during those wonderful days—memories that Karen and I hold dear. We even gave that memory a name: Lucas! Ha ha!

I remember that day in Atlantic City, with the cold coastal weather, and there were just three of us Spanish speakers, sharing life stories. We stayed at the Motel Barcelona, and Peter organized everything; it was incredibly well-prepared. That's when I thought, "Wow, this is tiki; I really like this culture." And from that moment, everything changed. I remember it was August, and by October 2017, I was already at the first tiki event in Lima.

That cold day in Atlantic City is still clear in my memory. Edwin, the owner of 173 Grados and known as "Subaru" in Puerto Rico, told me about an event called Contiki, held in Lima. Intrigued, I looked into it and eventually traveled to Peru to attend. The Contiki took place at a hotel in Miraflores, and during the event, my perspective changed completely.

There, I met many interesting people, including Oriol, who introduced me to Reàl at the Motel Barcelona in Atlantic City. Interestingly, one of the official sponsors of Contiki in Lima was Reàl City, and I was surprised to find the same high-quality product I knew from New York now in Peru, at the other end of South America. This discovery was a turning point for me: my imagination took off, and I began to conceive new ideas.

I also observed something fascinating: many young people were starting to buy small books in English. This phenomenon piqued my curiosity and, without a doubt, planted the seed for future literary projects.

Then Carlos Riveros appeared, also in Lima, who continued and revitalized this path.

## CHAPTER 11

# Preparation and Details for Tiki Competitions

**And for those who don't know him, the question is: what does Gasty Tiki do in Uruguay?**

Here's what Gasty says: over the years, I've specialized in developing presentations and master classes to share knowledge and experiences with new generations of bartenders, motivating them to reach their full potential.

I'm a promoter and developer of tiki mixology in Uruguay, a lover of the bar world and rums, a host and emcee for cocktail events across Latin America, known as "The Voice of Flair."

Currently, I work as a bar consultant and advisor, specializing in creating themed menus, cocktail and drink lists. I'm responsible for the bartender course at the Instituto Gastronómico de las Américas (IGA) in Uruguay, as well as a tiki mixology consultant and instructor at the International Training Center in Buenos Aires, Argentina.

And when asked, **“Hey, Gasty, give me one of your recipes.”**

### **Charrúa Tai recipe**

- Jamaican rum: 1 1/2 oz
- Aged Puerto Rican rum: 1 oz
- Aperol: 3/4 oz
- Passion fruit juice: 3/4 oz
- Lime juice: 1/4 oz
- Simple syrup: 3/4 oz
- Orgeat: 1/2 oz
- Crushed ice: 1 scoop
- Garnish: Mint with grated nutmeg

### **Preparation**

Mix the ingredients with a flash blend in the blender or shake vigorously with crushed ice and serve without straining. Garnish with a sprig of mint and grate nutmeg on top.

**We continue our journey around the world; let's go to Argentina**



## **Who is Johnny?**

Johnny (Jonathan Emanuel Silvero) has been a bartender since 2011. He began his career working at events, flair tournaments, and various bars until he discovered tiki cocktails through classes with Matías Merlo, Carlos Riveros, and the services of Pablo Pignatta. From that moment on, he dedicated himself to reading, studying, and replicating classic tiki drinks to recreate the flavors of the 1930s and 40s. Today, he is a lover of tiki-tropical cocktails, both in savoring and crafting them.

## **What is tiki mixology to Johnny?**

Tiki mixology is the ability to offer the customer the unexpected. It's not just about balancing flavors; it's about presenting something unconventional, with theatrics, a catchy name, and bringing that entire experience to those who wish to try it. Always with good hosting, meticulous technique, and, above all, lots of charisma.

My bar, Barú Gastro Pub, in Buenos Aires (Argentina), is named after an island in the Colombian Caribbean. It's a place where we showcase many Colombian flavors with a tropical influence, featuring classic tiki cocktails, signature creations, and all the taste of the Caribbean.

## My Cocktail in Cusco: **Don's Legacy**

### Ingredients:

- 60 ml Botran 8-year rum
- 15 ml Barricada 51 (Argentinian whiskey finished in Malamado Malbec barrels)
- 37.5 ml Citrus Mix (lime and orange)
- 22.5 ml Caribbean Mix (passion fruit, spiced banana, ginger)
- 15 ml Reàl banana purée
- 1 teaspoon Reàl blackberry purée
- 1 dash Ricantti cacao bitters
- Garnish: Don The Beachcomber's garnish (crispy pineapple with falernum sugar) and mint.

The cocktail is inspired by the legacy of Don The Beachcomber, a bartender ahead of his time who left an indelible mark on tiki mixology. It reflects what all bartenders of this style must do to keep his legacy alive: use simple ingredients and explore new layers of flavor, pushing tiki-exotic-tropical mixology toward new frontiers.

### **And in Mexico, we have... who is "El Muñeco"?**

Israel Orellana is a passionate advocate of the tiki movement, bar escapism, hospitality, and, of course, his

Mexican culture and spirits. With over 16 years in the industry, he has built his career in renowned bars like Xaman, Gin Gin, Aurora Bar, and Puebla 109, among others. He is currently a founding partner and beverage director at Cocomama Tiki Room and Agave Cocktail Bar in Cozumel, Quintana Roo.

## **What is tiki to “El Muñeco”?**

Tiki is family, sharing, culture, unity; it’s a way of thinking and living. It’s not just about floral shirts and cocktails with umbrellas but about inspiring and winning over new people and colleagues to this lifestyle and mindset.

My bar, Cocomama Tiki Room, is a space with a “Mexican” essence located in the Caribbean Sea on the island of Cozumel. Inspired by the cultural tiki movement created by Don the Beachcomber and Trader Vic, we honor the classic recipes that have transcended worldwide over the years. Our inspiration is to fuse Mexican spirits with Caribbean ingredients, thus creating a unique experience.

## **Your Favorite Cocktail, Your Recipe, and Its Inspiration**

## Viaje Astral

### Recipe:

- 2 oz Paranubes rum
- 1 oz passion fruit and lemongrass purée (Reall)
- 1 oz bitter orange juice
- 1/2 oz Aperol
- 2 dashes Pernod
- Glass: Splendid Toadfish
- Garnish: Lemongrass straws and a slice of bitter orange

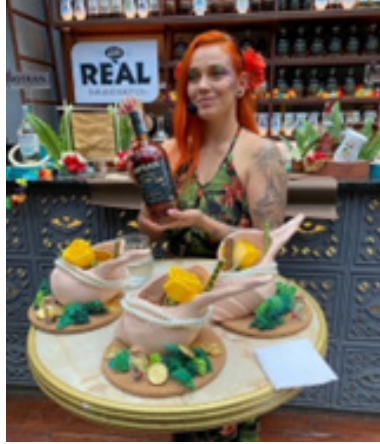
This cocktail is inspired by the journeys I've taken throughout my career, to places that have imprinted on my taste and sensory memory. With each sip, you'll embark on a journey that transports you to the herbal and fresh aromas of Oaxaca's highlands, along with the sweet and fruity sunsets of Cozumel.



*Aquí, en Polinesia Hotel, en Orlando, con nuestros amigos*

## **Well, and in Cusco, what happened? Now let's talk with Génesis.**

Tell me your story, tell me about Cusco 2023.



Well, where should I start? I'm Génesis Gelvez, "the mermaid of tiki," the first Colombian woman to win an international cocktail competition and the current champion of the 2023 Latin America Cocktail Championship. I'm the mother of Sofía Alegría and Beniam Elías, and, of course, Venezuelan.

My adventure in the industry began in 2014 when I discovered the magic of mixing and creating drinks with three or more ingredients. In 2016, I migrated to Bogotá, Colombia. It was there that I understood that stepping back is sometimes necessary to learn and that sharing knowledge is key to continued growth. I now live in beautiful Barcelona.

At the end of 2022, I learned about the Tiki League Colombia. With fear and nerves, I signed up for my first cocktail competition. I immediately knew the flavors I wanted in my cocktail; in my mind, it was already created, though I didn't yet know it was a tiki cocktail. Tiki mixology came to me through this competition: researching and finding what little information was available, I realized I already had a tiki cocktail.

For me, tiki mixology is magic, it's adventure, it's a remedy for life. My creations aim to nurture something within you—your body and your thoughts, to take you on a sensory journey and uplift your mood. I consider myself a healer; some call me the goddess of fire.

María Dolores, my winning cocktail, was born from a love story. I, Génesis, wanted to heal people's hearts through my brew, but, in truth, it was I who needed healing. My heart had been broken in a unique way, and from that deep pain, my winning cocktail was born...

## **I am certain that one of you has suffered a broken heart, am I right?**

Today, I want to share a story that was lost for a long time: the story of María Dolores.

María Dolores was a woman of Colombian roots who settled in the lands of Quetzaltenango, Guatemala. She was a healer, sought out by many in search of potions and

brews to soothe the soul. She evoked the flavors and culture of Guatemala with a rum made from virgin sugarcane honey from the Tululá sugar mill. This rum, with its golden glints, honored the sun and, through the solera system, transformed into Botran rum.

María Dolores used a passion fruit syrup, adding a fruity and citrusy flavor, known for its medicinal properties, promoting deep sleep. She also included a special blend—a gift from the goddess of the seas, Calypso—that enriched the drink with vitamins, fiber, and potassium, strengthening the heart.

As a tribute to her roots, she added a blend of organic honey and ginger, imparting spicy and warm notes that improved blood circulation. To balance these ingredients and add a citrus touch, she used fresh lime from Cusco, the “navel of the world.” It’s said that María Dolores added her own tears to the brew, taking away all sorrows with them.

In her journey toward the navel of the world, she reached the Amazon jungle and discovered bitter drops made from three types of Amazonian bark, which completed her potion.

In honor of my beloved grandmother María Dolores, and all migrants who reinvent ourselves and flourish in every new place we arrive.

Because without bitterness in life, there is no balance. Evoking the magic of living, she would shake that brew

to the rhythm of rattles made with Colombian seeds, finishing it with a perfume of pineapple and spice notes.

## **María Dolores**

### **Ingredients:**

- Botran 15 Rum: 45 ml
- Botran 8 Rum (macerated in xx7): 20 ml
- Passion fruit syrup: 40 ml
- XX1: 40 ml
- Reàl Ginger: 20 ml
- Lemon juice: 10 ml
- Saline solution: 4 drops
- Angostura bitters: 4 dashes
- Perfume: 2 splashes
- Preparation method: Shake
- Garnish: Yellow roses, cinnamon stick, and dehydrated orange

In honor of my beloved grandmother María Dolores and all migrants who constantly reinvent ourselves and bear fruit in every new place we arrive.



## **I love it, but Cusco 2023?**

For a moment, I thought I wouldn't be able to travel to Peru, as I'm Venezuelan and needed a visa to enter. Many times, I told the runner-up to be ready, as it was likely she'd have to represent Colombia. Then one day, I checked my email and saw that my visa was approved; I just needed to bring my passport and make the trip real. I prepared by doing guest shifts in Bogotá, Medellín, and Cartagena—a wonderful support from my colleagues that was incredibly useful for practicing and for healing many hearts with María Dolores.

The day before the trip, I had a nervous breakdown—a moment of self-sabotage when you feel undeserving or unable. Suddenly, a tiki god contacted me, and without me saying a word, he sent all his support. His wise words comforted me and lifted my spirits. I was nervous about entering Peru, as I was carrying sand from San Andrés Island, Colombia, for my presentation, along with two large conch shells from Cartagena. I prayed to God, my grandmother, and Cusco to let me pass without issues. I kept telling myself throughout the journey that this was my prize and that I had to claim it. I managed to pass with all my materials intact—my sand and my conch shells... fortunately, nothing broke or was damaged for the presentation.

The first night, I managed to sleep, though I was excited to meet my colleagues from around the world. They welcomed us with Botran rum and cocktails; we connected and prepared for a wonderful tour of Cusco. Before that, I went on a walk with Adriana Laguna, Chelo Tiki, and other ladies. We encountered some baby alpacas, and at that moment, I heard the chant of a shaman. Who would have thought he was there for me? The energy I felt was indescribable; he performed a ritual just for me—a complete connection between Cusco and my being, reminding me that it was a time for change, that I had to believe everything was possible, and that the universe was on my side. I will carry this magical moment in my heart forever.

We toured the city on a double-decker bus, laughing and singing. When night fell, I gathered my things to prepare for the next day. I shared a room with Valeria from Mexico and Ailín from the United States. I locked myself in the bathroom to study and rehearse my speech over and over. I managed to get a few hours of sleep, and at dawn, I went to Cusco's main market with other competitors. Returning to the hostel, we started organizing everything. As I listened to the previous talks, I put on my makeup and got ready, as I was the second to present.

I was so nervous that seeing David, my teacher and guide in this adventure, filled me with relief. It was him, Davo, who gave me the name "the tiki mermaid." I briefly

explained my presentation and cried tears of happiness when I saw a familiar face, especially his. It was my turn to perform, and in those first 7 seconds, I understood that I had to give them my heart, my magic, and show them my power with María Dolores. So, I handed the judges some rattles made of seeds from the Colombian Amazon, and they accompanied me with them during the 7-minute presentation. When I finished, I was so shocked and emotional that I stayed for a while, processing the adrenaline in my body and the overwhelming desire to share my knowledge. That night, I managed to sleep and rest.

There were three women in the competition, representing Mexico, the United States, and Colombia. Ailín came up with the brilliant idea of getting a tattoo. We began to think of something that could represent the three of us and the spirit of tiki. I suggested a cayenne flower, which is one of my favorites; Vale also liked the idea since the flower was part of her presentation, and Ailín agreed because it symbolizes friendship and love. We asked Carlos Tikiman for permission to step out for a while, and between laughs and nerves, we got tattooed. It was Valeria's first tattoo, and with fear and love, she took the plunge. While Ailín and I were getting tattooed, she waited for her turn. We all returned happy with our tattoos, bonded by the beautiful friendship of three women who supported and cared for each other in the beautiful city of Cusco.

The time came for the award ceremony of the competition. I was super nervous, holding a big Colombian flag, and one by one, they began calling the participants. When they said “Colombia,” I screamed with excitement; the magic of God and the universe granted me what I had been asking for. My thoughts went to Sofía and Beniam, in gratitude to María Dolores and to life itself for such a well-deserved gift. I found David, and together we screamed and cried with joy, celebrating this shared award for Colombia, becoming the first Colombian bartender to win an international cocktail competition.

**Now we have Miguel Martínez with us. Miguel, what is tiki cocktail culture?**



Tiki cocktail culture is not just a style of preparing drinks; it's a gateway to an exotic and enchanting world, an invita-

tion to travel with each sip to distant islands where the scent of the sea blends with the sweetness of ripe fruits. It's an art that captures the essence of adventure and the mystery of Polynesia, transforming simple ingredients into magical elixirs that tell stories of ancient gods and hidden paradises.

In every tiki cocktail, there's a fusion of bold and vibrant flavors: dark and light rums intertwine with tropical fruit juices, while exotic liqueurs add depth and complexity. But beyond the flavors and presentation, tiki cocktail culture is a tribute to the spirit of hospitality and celebration. Each drink is a work of art designed not only to delight the palate but also to uplift the spirit, fostering connection and joy.

## **Mar y ella**

### **Ingredients:**

- 1 1/2 oz aged tequila
- 1 1/2 oz agricole rum
- 1 oz pineapple syrup
- 1 oz ginger syrup
- 1 oz orgeat
- 1 oz falernum
- 4 mint leaves
- 1 oz lime juice
- Garnish and Glassware: Tiki mug, pineapple leaves, edible flowers, dehydrated pineapple and orange slices

## Preparation:

Add all ingredients to a shaker and shake until well combined. Double strain and pour into a glass with crushed ice. Garnish as desired.

## Processes for Ingredients:

### *Ginger Syrup*

- 1200 g ginger (grated)
- 1000 ml water
- 1000 g sugar

In a pot, combine sugar and water and heat until the sugar dissolves. Add the ginger and bring to a boil. Then, remove from heat, strain, and allow to cool to room temperature. Finally, bottle, label, and store in the refrigerator.

### *Craft orgeat*

- 1200 g sliced almonds
- 1700 ml water
- 350 g sugar
- 300 ml white rum
- 300 ml dark rum
- 5 ml orange blossom water

In a pot, add 1000 ml of water and the almonds, and heat until warm. Blend the mixture, then add another 200 ml of water and 250 g of sugar. Heat again until the sugar dissolves. Strain to remove as many particles as possible. Next, add the remaining 100 g of sugar and stir until fully dissolved. Allow to cool to room temperature, then add the rums and orange blossom water. Mix well, bottle, label, and refrigerate.

### *Craft falernum*

- 1000 g lemons (zest only)
- 10 g cloves
- 20 g crushed nuts
- 60 ml ginger syrup
- 350 ml simple syrup
- 150 ml Torres 10 brandy
- 150 ml Zacapa 23 rum
- 15 ml Malibu rum
- 60 ml lemon juice

Grate the lemon peel and place the zest in a container. Add cloves, crushed nuts, brandy, and Zacapa rum. Cover and let sit for 24 hours. Then, strain thoroughly and add the ginger syrup, simple syrup, Malibu rum, and lemon juice. Mix, bottle, label, and store in the refrigerator.

## *Pineapple Syrup*

- 1000 g pineapple (peeled and cored)
- 700 ml water
- 700 g white sugar

In a pot, combine the pineapple and water and bring to a boil. Remove from heat and blend the mixture. Then, return to the heat and add the sugar, stirring until dissolved. Remove from heat, allow to cool to room temperature, then bottle, label, and refrigerate.





The truth is, it's great. When I met my friend Arley today in Texas, I remembered he was always in pairs. Arley is a quiet and reserved person; he takes his work very seriously. But your question is: **who is Arley?** Well...



Carlos Arley, born in Barquisimeto, Venezuela, in 1987, is a renowned bartender specializing in tiki (tropical) cocktails, with a focus on the diverse fruit flavors of South America.

He has participated in numerous events, such as: Master Class 2018 (representing Piscos Santiago Queirolo), Hukilau 2023, Latin American runner-up at the Orlando Tiki Fest 2022, and a rum representative speaker in 2023, among many others. With over 10 years of experience in the world of cocktails and liquid experiences, he has been known for driving the evolution of bartending in all its aspects.

## What is tiki to Arley??

For me, tiki cocktails, as I have always emphasized, are family. The vast world of tiki cocktails has a unique family that sets it apart: rum, fruits, flowers, good times, and, most importantly, humility and brotherhood. I bet on the long life of rum and the spirit of aloha.

### Planter Punch / Jungle Bird

#### Recipe:

- 75 ml tiña juice
- 45 ml Citrus Mix
- 45 ml Reàl Tassion fruit
- 30 ml Reàl Piña
- 15 ml maraschino liqueur
- 60 ml dark rum
- 30 ml Ron OXOX

This cocktail is inspired by the diverse experiences we go through every day: tough days, happy days, hot days, rainy days, and so on. With this, I want to show that the cocktail has a perfect balance, ideal for enjoying in any of those moments and sharing a great experience with family and friends.

*Now, any mischief from Beach?*



*Chelo Tiki in action Miami 2023*

The small “Don’s Beachcomber” was often packed to the brim with movie stars, directors, and producers who had heard about the place thanks to Neil Vanderbilt, a roving reporter for the New York Tribune. One evening, shortly after eleven, after finishing a film, Marlene Dietrich arrived at the Beachcomber with over a dozen friends. People were already gathered around the small bar, watching the famous drunken mynah bird, “Rajah,” eat whiskey-soaked apple chunks and stumble as he tried to walk across the bar. “Rajah” had been trained to say, “Give me a beer! Give me a beer! Give me a beer, stupid!”

Marlene took one of the stools the Beachcomber had reserved for her and her director, and watched intently as he prepared her favorite drink, the "Beachcomber's Gold," made with thirty-year-old Jamaican rum. The drink was served over crushed ice in a fan-shaped champagne glass. To Marlene, the "Beachcomber's Gold" was simply exquisite. But just then, someone bumped into her, and the contents of her cocktail spilled over the neckline of her elegant gold lamé dress.

The small Beachcomber bar didn't have a bathroom, so patrons had to go outside, cross the hotel lobby, climb a flight of stairs, and walk down a hallway to reach one. Beachcomber quickly grabbed a towel and, holding Marlene's arm, led her to the "Ladies Lounge." With the door ajar, he sat her down and handed her the towel. As he turned to close the door, he heard, "For God's sake, help me! I can't get the dress off!"

Standing in the doorway and feeling like an idiot, Beachcomber began to gently slide the dress off her shoulders. Suddenly, Marlene pulled the straps down to her waist. She looked at him and said, "Don, dry me quickly!" Beachcomber took the towel and began carefully drying, as he described, "each of her beautiful, pearl-shaped breasts." When he looked up and saw her face, Marlene started to laugh and said, "Don, you look like you've just seen a ghost." "I have," he thought to himself.

Now, let me tell you a bit more about how you can travel and experience everything we're sharing live. Hawaii is a dream destination, especially if you live this lifestyle. You can arrive at Kona International Airport (KOA) on the west side of the island or Hilo International Airport (ITO) on the east side. Most visitors arrive at Kona, although it's also possible to fly to Honolulu International Airport (HNL) on Oahu and then take a short 35-40 minutes flight to the Island of Hawaii.

Getting to the Island of Hawaii is easier than ever, thanks to daily direct flights to Kona International Airport. Major U.S. and Canadian airlines fly directly to Kona, primarily from the U.S. West Coast: Los Angeles, San Jose, San Francisco, Oakland, Portland, Seattle, and Anchorage, as well as from Denver, Phoenix, and seasonally from Vancouver. There are also direct flights from Los Angeles to Hilo and car rental options.

Given the island's large size, consider arriving on one side and departing from the other. For instance, you could fly into Kona, explore that side of the island, then drive to Hilo (about 2 hours and 30 minutes) to explore before flying back from Hilo Airport. (Be sure to check with the rental car company about potential drop-off fees for returning at a different location.)

Some of the main tourist destinations on the Island of Hawaii include the Kohala Coast, Historic Kailua Village (Kailua-Kona), and Keauhou, in Kona. On the eastern

side, near Hawaii Volcanoes National Park, you'll find lodging options in Hilo and Puna. The island also offers accommodations like condos, vacation homes, cabins, and hostels.

Although there are public transportation options such as the Hele On bus, it's recommended to rent a car for greater flexibility and comfort. It's best to book in advance, as vehicles are occasionally unavailable without a reservation. Major rental car companies are located at Kona and Hilo International Airports and at some resorts. Taxis and private shuttle services are also available.



*Isaac México*

## **Isaac, tell us how it all began**

Mexico City needed a world-class tiki venue—a place where the community and fans of the tropical and exotic could gather and enjoy this culture in Mexico.

How did the idea start? By researching online, consulting books, movies, and experts on the subject. We also visited tiki bars in both Mexico and the United States, drawing inspiration from icons like Daniele Dalla Pola, Chelo Tiki, Matías Merlo, and Oriol Elías, who have promoted the art of exotic and tropical mixology for bartenders around the world.

We are located at Coahuila 49, Roma Norte, Cuauhtémoc, CDMX, Mexico.

## **What's your favorite cocktail at your bar?**

### **Lapu lapu - Mid-Century Standard Version**

- 3 ounces of orange juice
- 2 ounces of fresh lemon juice
- 1 ounce of simple syrup
- 1 ounce of passion fruit syrup
- 1 ½ ounces of dark Jamaican rum
- 1 ½ ounces of light Puerto Rican rum

## Preparation

Shake well with ice cubes and pour into a large glass. Add more ice to fill. We only use fresh ingredients, and we urge you to do the same!

## And, of course, the Tikiboy from Guatemala

### Areaarea Maitai

- 30 ml Reàl raspberry purée
- 60 ml Finest Call watermelon
- 45 ml pimento dram liqueur
- 45 ml 12-year Botran aged rum
- 15 ml Campari
- 45 ml elderflower liqueur
- 30 ml freshly squeezed lemon juice
- 90 ml mango juice
- 30 ml orange juice
- 4 tablespoons ground pumpkin seeds
- 15 ml sesame garlic oil

A cocktail inspired by the voyages of intrepid Tahitians throughout Polynesia, always remembering that behind every experience, you should have fun and enjoy the journey life gives you. This cocktail is made to be shared because the moments are enjoyed and never forgotten, and what better way to do so than with a great cocktail?



## CHAPTER 12

# Chelo Tiki Recipes: Classic and Modern Cocktails

**Here's a recipe from Chelo Tiki for you to try at home**

### *Adiós, amigos cocktail*

- 1 oz Botran 8
- 1/2 oz French vermouth
- 1/2 oz brandy
- 1/2 oz dry gin
- Juice of 1/2 lime

Method: Shake with crushed ice and strain into a large, chilled cocktail glass. Enjoy!

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### *Ann Sheridan cocktail*

- 1 oz Botran Blanco
- 1/2 oz orange curaçao
- Juice of 1/2 lime

Method: Shake with fine ice and strain into a chilled cocktail glass.

*Apple pie cocktail*

- 1 oz Botran Silver
- 2 drops grenadine
- 1 oz Italian vermouth
- 4 drops lemon juice

Method: Shake well with ice and strain into a chilled cocktail glass.

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*Arawak cocktail*

- 1 1/2 oz sweet sherry
- 1 1/2 oz Botran 15 rum
- 1 drop Angostura bitters

Method: Stir in a mixing glass with crushed ice and strain into a chilled cocktail glass.

.....  
*Miami cocktail – 1*

- Juice of 1/2 lime
- 1 1/2 oz Botran 8
- 1/2 tsp powdered sugar

Method: Shake with crushed ice and strain into a chilled cocktail glass.

.....  
*Botran cocktail*

- 1 1/2 oz Botran 8
- Juice of 1/2 lime
- 2 drops grenadine

Method: Shake with crushed ice and strain into a chilled cocktail glass.

*Botran Blossom*

- 1 1/2 oz Botran 12
- 1/2 oz orange juice
- 1/2 tsp lemon juice
- 1/2 tsp bar sugar
- Nutmeg

Method: Shake well with ice, strain into a chilled cocktail glass, and grate nutmeg on top before serving.

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*Botran Dry*

- 1 oz Botran Blanco
- 1 oz French vermouth

Method: Stir well with ice and strain into a chilled cocktail glass.

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*Botran Dubonnet*

- 1/2 oz Botran 12
- 1/2 tsp grenadine
- 1/2 oz Dubonnet
- 1/2 tsp lime juice

Method: Stir with crushed ice and strain into a chilled cocktail glass.

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*Botran Peach cocktail*

- 1 1/2 oz Botran
- 1/2 tsp lemon juice
- 1/2 oz Reàl peach purée

- 1/2 tsp Reàl agave syrup
- 1 sprig of mint

Method: Shake well with ice, strain into a frosted cocktail glass, and garnish with mint.

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### *Botran Silver cocktail*

- 1/2 oz Botran
- 1/2 oz dry gin
- 1/2 oz Reàl pineapple syrup
- 1/2 tsp lemon juice
- 1/2 egg white

Method: Shake well with ice, strain into a chilled cocktail glass, and garnish with a maraschino cherry.

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### *Botran Special*

- 1 oz Botran 12
- 1/2 oz dry gin
- 1 tsp grenadine
- Juice of 1/2 lime

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

### *Botran Sweet*

- 1 oz Botran Blanco
- 1 oz Italian vermouth

Method: Stir with ice and strain into a chilled cocktail glass.

*Barbaresque cocktail*

- 1 oz light rum
- 1/2 oz lemon juice
- 1 tsp Cointreau

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

*Beachcomber cocktail*

- 2 oz light Botran 8 rum
- Juice of 1/2 lime
- 1/2 oz Cointreau
- 2 drops maraschino liqueur

Method: Blend with crushed ice and pour unstrained into a chilled champagne glass.

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*Berry cocktail*

- 2 oz Botran 15 rum
- 1/2 oz pineapple juice
- 1/2 oz orange juice
- 1 drop grenadine

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

*Between-the-sheets cocktail*

- 1/2 oz light rum
- 1/2 oz brandy
- 1/2 oz orange curaao

- 1 tsp lemon juice

Method: Shake well with ice and strain into a chilled cocktail glass. Variation: Substitute curaao with Triple Sec or Cointreau.

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### *Birdie cocktail*

- 1/2 tsp curaao
- 1 1/2 oz Botran rum
- 1/2 tsp pineapple juice
- 1/2 tsp grenadine
- 1/2 tsp orange juice

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

Note: Also known as the Bim or Bimini Cocktail.

.....

### *Bishop cocktail*

- 1 1/2 oz Botran rum
- 1/2 tsp sugar
- Juice of 1 lime
- 3/4 oz claret wine

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

### *Blue boy cocktail*

- 1 1/2 oz Botran white rum
- 1/2 tsp orange juice
- 1/2 oz Italian vermouth

- 1 drop of Angostura bitters

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

### *Bolo cocktail*

- 1 1/2 oz Botran 12 rum
- Juice of 4 oranges
- Juice of 1 1/2 limes
- 1 tsp powdered sugar

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

### *Brooklynite cocktail*

- 2 oz Botran rum
- 1/2 oz honey
- 1/2 tsp lime juice
- 1 drop of Angostura bitters

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

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### *Bumper cocktail*

- 1/2 oz light rum
- 1/4 oz gin
- 1 drop lemon juice

Method: Stir with crushed ice and strain into a chilled cocktail glass. Twist a lemon peel over the drink and serve.

*Bushranger cocktail*

- 1 oz Botran rum
- 1 oz Caperitif
- 2 drops of Angostura bitters

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

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*Buster cocktail*

- 1 1/2 oz Botran 15 rum
- 1/2 oz Pernod

Method: Shake well with crushed ice and strain into a chilled cocktail glass. Serve with fresh or canned pineapple slices.

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*B.V.D. cocktail*

- 3/4 oz Botran rum
- 3/4 oz French vermouth
- 3/4 oz Dubonnet

Method: Stir in a mixing glass with ice and strain into a chilled cocktail glass.

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*Canton cocktail*

- 2 oz rum
- 2 drops maraschino liqueur
- 2 drops Angostura bitters
- 2 tsp grenadine

Method: Shake with ice and strain into a chilled cocktail glass.



Variation: Add 2 drops of curaçao and garnish with a maraschino cherry. Twist a lemon peel over the drink and serve.

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### *Captain Kidd*

- 1 oz Botran 12 rum
- 1/2 oz dry sherry
- 1/2 oz scotch
- 1 tsp bar sugar
- 1 drop orange bitters

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

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### *Captain's blood*

- 1 1/2 oz Botran 8 rum
- 1/2 oz lime juice
- 1 tsp Angostura bitters

Method: Shake with finely crushed ice and strain into a chilled cocktail glass.

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### *Chaparra cocktail*

- 4 oz light Botran rum
- 3/4 oz Italian vermouth
- 1/2 tsp sugar
- 1 strip of lemon peel, squeezed

Method: Stir with crushed ice; strain and serve in a chilled cocktail glass, leaving the lemon peel in the glass.

### *Chinese cocktail*

- 1 oz Botran rum
- 1 drop maraschino liqueur
- 1 drop Angostura bitters
- 1 drop curaçao
- 1 tsp grenadine

Method: Stir well with crushed ice; strain into a chilled cocktail glass. Twist a lemon peel over the drink and garnish with a maraschino cherry.

### *Cigalon cocktail*

- 1 1/3 oz light rum
- 1 drop maraschino liqueur
- 1 1/3 oz Italian vermouth
- 1 drop orange bitters

Method: Shake well with ice and strain into a chilled cocktail glass.

### *Guatemen cocktail*

- 1 1/2 oz Botran white rum
- 1/2 tsp sugar
- Juice of 1/4 lemon
- Sprig of mint, well-crushed, or a few drops of white crème de menthe

Method: Shake well with crushed ice; strain into a chilled cocktail glass.

*Columbia cocktail*

- 1 1/2 oz light rum
- 3/4 oz lemon juice
- 1/4 oz raspberry syrup

Method: Shake with ice and strain into a chilled cocktail glass.

.....

*Commodore cocktail*

- 2 oz white rum
- 1 drop grenadine
- 1/2 tsp fine sugar
- 1 egg white
- 1 drop lemon juice
- 1 drop raspberry syrup

Method: Shake well with ice and strain into a chilled cocktail glass.

.....

*Coral cocktail*

- 1 tsp grapefruit juice
- 1 tsp apricot liqueur
- 1/2 tsp lemon juice

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

.....

*Coronel Batista cocktail*

- 1/2 oz Torino vermouth
- 1/2 oz Botran 8 rum

- Juice of 1/2 lemon
- 1/2 tsp bar sugar

Method: Shake well with crushed ice and strain into a chilled cocktail glass. Serve with a pineapple slice and two cherries.

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#### *Cuba libre cocktail*

- 1 oz Botran 15 rum
- 1 oz Coca-Cola
- Juice of 1/2 lime

Method: Shake with crushed ice and strain into a chilled cocktail glass.

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#### *Cubaine cocktail*

- 1 oz Botran 12 rum
- 1/2 tsp lemon juice
- 1/2 tsp orange juice
- 1/2 tsp bar sugar

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

---

#### *Cuban cocktail 1*

- 1 oz Botran 12
- 1/2 oz fresh lime juice

Method: Shake well with ice and strain into a chilled cocktail glass.

*Cuban cocktail*

- 1 1/2 oz Botran 12
- 1/2 tsp grenadine
- 1/2 tsp maraschino liqueur
- 1 drop orange bitters
- 2 drops lemon juice

Method: Shake well with ice and strain into a chilled cocktail glass. Twist a lemon peel over the drink and serve.

*Pablo viajero*

- 1 oz Botran 8
- 1/2 oz Italian vermouth
- 2 drops Angostura bitters
- 1 tsp orange juice

Method: Shake well with ice and strain into a chilled cocktail glass.

*Beso de Lauri*

- 1 1/2 oz Botran 12
- Juice of 1/4 lemon
- 1 tsp powdered sugar

Method: Shake with crushed ice and strain into a chilled cocktail glass.

*Gabrielle Leonardo*

- 1 oz Botran 15
- 1/2 oz apricot brandy

- Juice of 1/2 lime

Method: Shake with crushed ice and strain into a chilled cocktail glass.

---

### *Ariana de Aries*

- 1 oz Botran 8
- 1/2 oz grenadine
- 1/2 oz apricot brandy
- Juice of 1/2 lime

Method: Blend with crushed ice and serve frappé style in a champagne glass.

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### *Antonia Belleza*

- 1 1/2 oz light rum
- 2 drops orange curaçao
- 1/2 oz French vermouth
- 1 drop grenadine

Method: Stir in a mixing glass with ice and strain into a chilled cocktail glass. Garnish with a maraschino cherry and twist a lemon peel over the drink.

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### *Dulce Ailin*

- 2 oz rum
- 1/4 oz pineapple juice
- Juice of 1/2 lime

Method: Shake with crushed ice and strain into a chilled cocktail glass.

*El rey Lucas*

- 2 oz white rum
- Juice of 1/2 lime
- 1 tsp sugar

Method: Shake well with crushed ice and strain into a chilled cocktail glass.

---

*Sandalio di Italia*

- 2 oz white rum
- 1 tsp sugar
- Juice of 1/2 lime
- 1 drop maraschino liqueur

Method: Blend with crushed ice and serve in a chilled champagne glass.





## CHAPTER 13

# Friendship and Collaboration in the Tiki Community

And if we talk about love, family, recipes, and more, let's fly to Polynesia, but from Mexico. From there, I introduce you to someone whom I'd say was sent by the gods. Her love for the bar and attention to detail are out of the ordinary. Here I present to you my friend, who introduces herself like this...

"If you can't go to paradise, I'll bring paradise to you." The same philosophy that Don Beach infused in his recipes was adopted by Philip Berrios when he provided all bartenders with the ease of using syrups infused with the most exotic fruits in the world.

1, 2, 3, 4, 5... Don Beach gave us a structure, and both he and Philip knew that to advance, you have to start from the beginning.

So, 1 oz of Reàl Banana.

Precious and Guatemalan are the sugarcanes that give life to Ron Botran, each one contributing its distinctive virgin honey, which makes Botran a unique rum.

These canes are represented by 2 lemons: 15 ml of yellow lemon and 15 ml of green lemon.

Yazmín, Magda, and Leslie. Yazmín, a woman dedicated to sensory experimenting with Ron Botran, inspired me to experiment in my cocktail with Botran 8, which I used in a peanut butter fat wash, bringing a unique sensation to the cocktail.

Magda, with all her experience in blending and balancing rum, inspired me to use Botran 12, a rum that masters the art of blending rums aged 5 to 12 years to achieve the perfect balance of the solera system.

Leslie, a woman of strong character, shares this trait with the women behind the best rum. She inspired me to use Botran 18 to complement the solid structure of my cocktail.

Four are the different barrels that soften and harmonize our rum. I represent this smoothness in my cocktail's structure with coconut, which not only inspired Reàl to design its brand but was also a pillar in my cocktail's creation. I use 60 ml of coconut water aromatized with nuts and raisins, thus highlighting the sherry cask notes that Ron Botran uses to distinguish its product.

The part that, for me, represents overcoming any adversity—the journeys and adventures in life that give everything its flavor—I express with a Ricanti cacao bitters. This ingredient undoubtedly harmonizes with the adven-

turous spirit of the five Botran brothers, who set out on a journey to create the best rum in Guatemala.

A fruit 200% natural, two canes, three women, four barrels, five brothers, and thousands of adversities and journeys form the structure of this tiki cocktail.

Finally, as a garnish, I include a butter cookie and a chocolate coconut filled with Reàl, and yes, it's coconut too! This detail represents the harmony and smoothness of Guatemala's finest rum, the exotic nature of the tropical fruits Reàl uses, and the adventurous spirit of the Amazon, like Ricanti. Just like Reàl, Ricanti, Ron Botran, or Don Beach, I hold the philosophy of saying to you: "If you can't go to paradise, I'll bring it to you."

*I am Valeria Romero, from Casa Prunes, representing Mexico in this competition, and this is my cocktail: "Paraíso."*



## **Let me introduce you to my dear friend Carlitos, in case you don't know him:**

- Experience in the bar: 19 years in the wonderful world of bartending.
- International recognition: In 2015, he was selected among the top 9 rum mixologists worldwide by the International Rum Conference (IRC) in Madrid.
- Promotion of tiki culture: He has promoted tiki culture for over 7 years.
- International training: His extensive experience has enabled him to train bartenders in more than 19 countries.
- Rum brand ambassador: For 10 years, he has been a brand ambassador for various rum brands.

### **Training and Projects:**

- Project Alquimia – Bartender (2012)
- Ron Santa Teresa, Venezuela – Bartender (2012)
- Venezuelan Bartenders Association – Cocktail Techniques (2011)
- C.A. Ron Santa Teresa, Venezuela – Operations Academy (2011)
- IBA Academy, Venezuela – Bartending Certification (2011)
- CEOP Gastrotur, Peru – Bar Technology (2010)

- C.A. Ron Santa Teresa, Venezuela – Ron de Venezuela D.O.C. (2009)
- Hacienda Santa Teresa, Venezuela – The Pleasure of Customer Service (2009)
- TuTrago.com, Venezuela – Mixology Course (2009)
- Instituto Argentina de Coctelería, Argentina – Molecular Mixology (2013)

#### Awards and Recognitions:

- Best Mixologist – International Rum Conference, Madrid (2015): Recognized as one of the top 9 rum mixologists
- Best Cocktail – XVII Pan American Congress of Mixology IBA, León, Mexico (2014): Awarded for Best Cocktail
- National Champion – International Gastronomy Show, Venezuela (2012)
- National Runner-Up – Venezuelan Bartenders Association (2013): Represented Venezuela for the ABV
- National Pisco Sour Runner-Up – Lima Municipality (2007).

These are just some of the paths Carlitos has walked.



*Carlos Rivero*

## CHAPTER 14

# Career in Mixology: Challenges and Passion

Mixology often attracts those passionate about beverages and people who enjoy socializing. Although it may seem like a fun and relaxed job, being a bartender requires a lot of hard work. Bartenders are responsible for keeping the bar stocked, preparing drinks, and serving customers. They also need to keep track of inventory and orders, as well as handle cash and card transactions.

If you're considering a career in mixology, there are a few things you should know:

- A career in mixology is ideal for those who have a passion for drinks and interacting with people, which involves responsibilities such as cocktail preparation, maintaining supplies, and managing monetary transactions.
- There is no standard requirement to become a bartender. However, in many U.S. states, you must be between 18 and 21 years old, complete certain certification courses, obtain food-handling permits, and hold qualifications equivalent to a GED.

Bartenders must develop strong communication, memory, and teamwork skills, as they constantly interact with customers and need to meet each request's expectations in a short amount of time.

Becoming a tiki bartender involves mastering mixing and presentation techniques for tropical cocktails. Tiki cocktails are known for their exotic flavors and distinctive presentation, often featuring colorful and eye-catching garnishes.

### **Specializing in tiki cocktails is based on three fundamental pillars:**

1. Knowledge of Tropical Ingredients: Tiki bartenders need to be familiar with a wide variety of tropical fruits, spices, and liqueurs to create exotic cocktails.
2. Mixing Skills: Tiki cocktails often require a precise blend of different ingredients to achieve the perfect balance of flavors.
3. Creative Presentation: Presentation is an essential part of any tiki cocktail. Tiki bartenders must be able to present their creations in an attractive and thematic way.
4. To become a tiki bartender, it's recommended to obtain training in mixology and gain practical experience in mixing exotic cocktails. Training can range from a short course to a more extensive professional certification program.



## **What is Tiki in Mixology?**

In mixology, tiki refers to a unique cocktail style that originated in the 1930s in California, United States. This specialty draws inspiration from Polynesian culture and tiki art, known for its wood carvings that represent deities and mythical beings. Tiki cocktails are famous for their extravagant and exotic presentation, bold flavor combinations, and the use of high-quality rums and fresh fruits. This cocktail specialty is often chosen by bartenders who want to offer their customers a unique and evocative experience, going beyond the simple enjoyment of drinks.

### **Specialization in Exotic Cocktails: Tiki Bartender**

A tiki bartender is a mixology professional specializing in the creation of tiki cocktails. This expert not only masters mixing and presentation techniques but also has a deep understanding of the culture and traditions surrounding these cocktails.

To better understand what tiki is in mixology, here are some key aspects that define this specialty:

- **Exotic Ingredients:** Tiki cocktails are characterized by the use of exotic ingredients, especially tropical fruits like pineapple, mango, passion fruit, and coconut. Spices like nutmeg and cinnamon are also commonly used.

- **High-Quality Rum:** Rum is the base of most tiki cocktails. Tiki bartenders often use high-quality rums, frequently blending several types to achieve unique flavors.
- **Presentation:** Presentation is a fundamental aspect of tiki cocktails. These cocktails are typically served in special tiki glasses, decorated with flowers, fruits, and paper umbrellas.
- **Preparation:** Preparing a tiki cocktail can be a complex process that requires advanced mixing and garnishing skills. Some tiki cocktails even include an element of spectacle, such as the addition of fire.

Here’s a look at some of the most popular tiki cocktails and their main ingredients:

Cocktail Tiki	Ingredients
Mai Tai	Rum, orange liqueur, lime juice, Orgeat syrup
Zombie	Rum, lime juice, grenadine, pineapple juice, sugar syrup
Piña Colada	Rum, coconut cream, pineapple juice
Planter’s Punch	Rum, orange juice, lemon juice, grenadine

Specializing in exotic cocktails as a tiki bartender is an excellent opportunity for mixology enthusiasts seeking to

explore new frontiers, taking the art of cocktail-making to new and exciting dimensions.

## ***Mixers and Complementary Ingredients***

Mixers and complementary ingredients play an essential role in mixology, as they are the components that allow bartenders to create balanced, flavorful, and unique drinks. In this detailed analysis, we will explore the importance and characteristics of mixers and complementary ingredients in cocktail making.

Mixers are non-alcoholic elements used to dilute, modify, and balance the flavor of base spirits. These elements serve several key functions in creating cocktails:

- **Dilution and Balance:** Mixers provide essential dilution in cocktails. Most spirits have a strong flavor and high alcohol content, and diluting them with mixers is crucial to smooth out the drink and balance the flavors. The amount of dilution is controlled by the bartender and varies depending on the recipe and the customer's preference.
- **Carbonation and Fizziness:** Some mixers, such as soda and tonic water, add effervescence and freshness to cocktails, creating a refreshing sensation that is especially appreciated in warm climates.
- **Flavor and Sweetness:** Beyond dilution, many mixers also contribute flavor and sweetness. For example,

tonic water has a hint of bitterness from quinine, while fruit juices add sweetness and a range of flavors that enhance the base spirits.

- **Aromatic Element:** Some mixers, like bitters, provide an aromatic component to the drink. Bitters can contain herbal, spicy, and citrus notes that enrich the flavor profile of a cocktail.
- **Consistency and Precision:** Mixers provide a consistent way to measure and dilute spirits, which is essential for quality cocktail making. Bartenders use tools like jiggers to measure the exact amount of mixers needed, ensuring each cocktail maintains uniformity in taste and strength.

## **Complementary Ingredients**

Unlike mixers, these components add depth and character to drinks:

- **Liqueurs and Aperitifs:** These vary between dry, sweet, and bitter, adding complexity to cocktails.
- **Vermouth:** Commonly used in cocktails like the martini, bringing a unique depth to the drink.
- **Concentrates:** Provide sweetness in drinks like the margarita, enhancing the flavor profile.

- Campari: A bitter liqueur popular in the Negroni, though rarely used in tiki cocktails in the United States.
- Syrups: Simple, fruit-flavored, or other sweeteners, they balance acidity in cocktails like the daiquiri or whiskey sour.
- Fruits and Juices: Fresh ingredients that add flavor and aroma; pineapple, orange, and other citrus fruits are especially popular in tiki cocktails.

Now, let's explore the importance of mixers along with complementary ingredients in mixology.

## **Dilution and Balance with Mixers**

Mixers such as Reàl Syrup and Finescall are essential for diluting strong spirits and balancing flavors in cocktails. The level of dilution is adjusted by the bartender according to the recipe and the customer's preferences.

## **Carbonation and Fizz**

- Soda and tonic water bring carbonation and freshness, especially appreciated in warm climates.
- In tropical cocktails, tonic water is used to add a bitter flavor and a hint of quinine.

## **Flavor and Sweetness**

- Homemade mixers add flavor and sweetness to cocktails.
- Fruit juices increase sweetness and complement the flavors of tropical spirits.

## **Aromatic Element**

- Some mixers, like bitters, enrich cocktails with notes of herbs, spices, and citrus.
- Bitters can be made at home with ingredients like bay leaves to add unique aromas.

## **Uniformity and Precision**

- Tools like the jigger ensure exact measurements of mixers, guaranteeing uniformity in flavor and strength for each cocktail.

## **Complementary Ingredients**

- These non-alcoholic components add depth and complexity to drinks.
- They include small amounts of liqueurs and aperitifs, such as vermouth, concentrates, and Campari.

- Syrups and sweeteners balance sweetness in cocktails like the daiquiri or whiskey sour.

## **Fruits and Juices**

- Fresh ingredients like pineapple, orange, and lemon are popular in tiki cocktails.

## **Herbs and Spices**

- Used to enhance flavors and aromas, such as mint in the mojito.
- In tiki cocktails, they are often used for decoration as well.

## **Oils and Essences**

- Essential oils from citrus are used in small amounts to add concentrated flavors.
- They can be prepared at home, like Botran rum infused with pineapple peels or cinnamon.

## **Egg Whites and Creams**

- Used to add texture and consistency in cocktails like the pisco sour.

## Conclusion

Mixology is an art that combines balance, flavor, and presentation. Bartenders, as artists behind the bar, use mixers and complementary ingredients to create unique sensory experiences in every drink. Mixology celebrates the diversity of flavors and the masterful blending of ingredients, from the classic margarita to contemporary creations.

And a lot of passion and love—two different things... As much passion as this photo brings me. So many beautiful memories of my three “babies,” who have grown up but left behind stories and moments like this...





## CHAPTER 15

# Innovation and Respect in Tiki Mixology

Rum is an alcoholic beverage derived from the fermentation and distillation of molasses or sugarcane juice, produced primarily in the Americas and the Caribbean, though also in places like the Philippines and India. After fermentation, the liquid is distilled at high temperatures in copper or stainless steel stills, achieving a high ethanol content that is then diluted with pure water to reach a concentration of 35% to 40%. Optionally, it can be aged in oak barrels to add greater complexity.

The first record of this drink dates back to 1650 in Barbados, where it was called kill-devil or rumbullion (an English word meaning “great tumult”). In the French Caribbean colonies, it was referred to as guildive, which later evolved into tafia, and finally rum in 1667. The first official mention of the term rum appears in a document from the governor of Jamaica, dated July 8, 1661.

Although the exact origin of the word “rum” is uncertain, it is believed to come from rumbullion, a drink made

by boiling sugarcane, or from rumbustion, which in old English meant “commotion.” Both terms appeared in the English language almost simultaneously, between 1651 and 1661.

## **Types of Rum and Their Characteristics**

The types of rum differ based on production processes and aging time. Here’s an overview of the main types of rum and their characteristics:

- **White or Silver Rum:** Clear or colorless, this is the youngest and least aged rum. It is known for its smooth, light flavor, making it ideal for mixing in cocktails. In some American countries, it is further categorized as light white rum and extra-light white rum.
- **Golden or Amber Rum:** This type results from blending white rums with older, fuller-bodied ones. It has a more complex flavor, with hints of vanilla and caramel.
- **Aged Rum:** Also known as gold rum, blonde rum, or ambré rum, it is aged in oak barrels for at least three years. Its flavor is richer and more complex, featuring notes of wood and spices, along with a touch of sweetness.
- **Black, Dark, or Black Rum:** Aged in charred oak barrels for at least five years, which gives it its dark color. Its flavor is intense and complex, with notes of caramel,

chocolate, and dried fruits. It's ideal for culinary use and dessert preparation.

- Spiced Rum: Spices like cinnamon, clove, or vanilla are added to this rum. It has a distinct flavor and is often used in cocktails.
- Premium Rum: This variety represents the highest quality of rum. It is produced in limited quantities with great attention to detail. Typically, it's an aged rum of over 12 years, with a smooth and complex flavor. Among the most famous is the legendary Ron Zacapa XO.

Each type of rum has a unique flavor profile, determined by its aging process and any added spices.



## CHAPTER 16

# Tiki and Resilience in Post-Pandemic Life

## Why Does Chelo Live Tiki?

Chelo found peace, stories, and, most importantly, learned to sleep peacefully and live life with a smile. Sometimes, when life plays tricks on us, confusion can seem like the only path.

Now, I have seven children. That's right, Chelo. I went through divorces, the loss of loved ones, family members like my parents whom I couldn't say goodbye to, and many other things. Who hasn't? Many times, I've also found myself without money in the bank. Who hasn't been there, unless born with a silver spoon? Going out to work and facing life with a smile is everything. And what did tiki give me? It gave me peace, wisdom, and perseverance day by day.

We'll talk about meditation exercises in Hawaii. That's why ho'oponopono inspires me! I drew it from the laid-back daily life of Hawaii. Relaxation exercises are an

effective tool for managing stress and anxiety, especially when these affect one's health. It's important to understand that stress itself isn't negative; in reality, it's an adaptive response of the body that helps us activate alerts in challenging situations. However, when stress or anxiety becomes excessive, it can negatively impact our daily lives.

Stress is a universal experience that no one can completely avoid. Therefore, it's essential to develop skills and strategies to manage our emotions and thoughts in a healthy way. It's worth noting that not all relaxation exercises work the same way for everyone; each person must find the techniques that best suit their needs and preferences. This ancestral tradition evolved, so it wasn't only used to correct mistakes but also to cleanse our energy and take responsibility for our healing in the face of adversity. In fact, ho'oponopono translates from Hawaiian as "mental hygiene" or "mental cleansing."

## CHAPTER 17

# Reflections on Mixology and Authenticity

Well, now within these walls, I'm going to jot down some complaints here in my book, since, writing alone, I won't hear any criticism for now. I see that after COVID-19, it seems we suddenly have many "universities" because numerous mixologists have appeared.

Mixology is the art and study of creating, preparing, and serving cocktails or mixed drinks. This includes recipes for both classic and modern cocktails and focuses on understanding chemistry tools, ingredients, and mixology itself. It involves knowing the potential harms of chemicals, as well as of fruits and vegetables that may contain harmful elements or trigger allergies in customers. A true mixologist knows how to properly combine ingredients and look after the customer, avoiding risky situations such as respiratory intoxications.

Do you know how to cook?

Do you know how to mix chemicals?

Are you aware of the chemicals contained in, say, vodka, gin, or even syrup?

Do you know how to refine the fermentation supplement?

Have you worked with fruits and vegetables cooked at controlled temperatures, without altering their natural chemicals?

That is true mixology.

For example, coffee is a popular beverage made from the roasted seeds of the *Coffea* genus, globally valued for its ability to provide energy and improve focus, mainly due to its caffeine content, a natural stimulant.

To obtain the benefits of coffee, it's important to consider what foods it's combined with, as some can produce adverse effects. Below, we explain which foods are best to avoid with coffee:

- **Citrus Fruits and Acidic Juices:** Citric acid can irritate the stomach and increase acidity when combined with coffee, potentially causing gastrointestinal discomfort.
- **Dairy Products:** Although coffee with milk is common, dairy can be difficult to digest for some people, causing heaviness or discomfort, especially in those who are lactose intolerant.
- **Refined Carbohydrates and Sugars:** Consuming pastries, white bread, and sweets with coffee can cause



glucose spikes followed by sudden drops, leading to fatigue and additional sugar cravings.

- **Very Fatty Foods:** Bacon, processed meats, and other foods high in saturated fats can slow down coffee digestion, causing indigestion or acidity.
- **Alcohol:** Mixing coffee with alcohol can increase dehydration and amplify the negative effects of alcohol, such as acidity.
- **Spicy Foods:** Spicy foods, when combined with coffee, can irritate the stomach and increase the sensation of burning.
- **Iron-Rich Foods:** Coffee contains tannins that can inhibit the absorption of non-heme iron (from plant sources). It's best to avoid consuming iron-rich foods, like spinach and legumes, along with coffee.
- **Calcium Supplements:** Coffee can interfere with calcium absorption, so it's advisable to consume them at separate times.



## CHAPTER 18

# Ron Botran, A Bit More History

Let's return to Guatemala. The Botran House Museum, located in Quetzaltenango, is a destination dedicated to rum, where you can learn about the history of this spirit in Guatemala, renowned worldwide for its quality and flavor. Discover more!

## History of Casa Botran in Guatemala

With nearly 80 years of history, the Casa Botran facilities are open to the public, inviting Guatemalans to explore the world of rum, a spirit with an exquisite taste that has earned a cherished place on many family tables over the decades. The site features colonial landscapes, spacious gardens, and exhibition rooms for visitors to enjoy.

During the tour of the Botran House Museum, visitors can observe the production, storage, and aging process that has made this brand a globally recognized icon for its taste and excellence.

This place is considered a treasure that preserves the legacy of the Botran family, telling the stories that shaped the history of rum in Guatemala. The brothers Venancio, Andrés, Felipe, and Julián Botran arrived in Guatemala from Spain in the first decade of the 20th century. At that time, they managed the state distillery, known as La Quezalteca.

Thanks to this experience, the family developed the vision necessary to drive the liquor industry as we know it today. Currently, Casa Botran's location is ideal for rum transformation, as it is situated at a high altitude, providing a cool climate that enables a slow production process, maximizing the spirit's contact with wood during aging.

## **How is Botran Rum Produced in Guatemala?**

The production of Botran rum begins in the department of Retalhuleu, where sugarcane is cultivated. The first juice is extracted from the cane and concentrated, resulting in virgin honey, the base for rum production.

Next, the fermentation process takes place with a yeast strain derived from pineapple. Casa Botran rums undergo an aging process of between 18 and 20 years, resting in various barrels that previously held American whiskey, sherry, and port wine.

However, the work doesn't end at the distillery; mixologists and bartenders continue the craft at the bar. As mentioned, knowledge of ingredient mixing is essential, and there is always someone willing to help, like our friends at Reàl Syrup.

Reàl was created with the goal of providing access to exotic flavors, particularly coconut, for mixology professionals seeking delicious and sustainable options. We now offer a wide range of infused syrups, the essential complement for any professional bar or the home mixologist.

With Reàl, you can create top-quality drinks at any time, whether by adding our Mango Infused Syrup to a tropical drink or bringing a touch of natural sweetness to any cocktail with our Agave Infused Syrup.



## CHAPTER 19

# Recipes and Tips for Creative Cocktails

Well, my bartender friends, more recipes to play with...

### *Grilled Blueberry-Glazed Quail*

Serves 4-6

#### Ingredients

- Marinated Quail
- 1 oz Blueberry Reàl
- 8 semi-boneless quails

#### *For the Marinade:*

- 1 tablespoon chipotle
- Juice of 1 lime
- 1 tablespoon olive oil
- 1 tablespoon Blueberry Reàl

- 1 teaspoon salt
- 1 teaspoon freshly ground pepper
- 2 sprigs rosemary

*For the Blueberry Glaze:*

- 1 tablespoon Blueberry Reàl
- 1 pint fresh blueberries
- 2 shallots, sliced
- ½ cup apple cider vinegar
- Juice of 1 lime
- Zest of 1 lime
- 1 teaspoon salt
- 1 teaspoon freshly ground pepper

*Teas and Lemonades*

Don't let your teas and lemonades be boring! Simply add between ½ and 1 ounce of your favorite fruit puree-infused syrup to any iced tea or lemonade to create unique and refreshing flavor profiles that will be a hit with friends and family year-round. Try classics like peach iced tea and strawberry lemonade, or get adventurous with kiwi lemonade or pumpkin iced tea.



### *Juices and Infused Waters*

Flavored waters are all the rage, so create yours to taste with Reàl infused syrups! Use between ½ and 1 ounce of Reàl for a lightly flavored still water, or mix between 1½ and 3 ounces for a premium taste. Experiment with different concentrations and flavor combinations to create something uniquely yours!

### *Flavored Milks*

Chocolate milk is old news. Add any of our unique flavors to a glass of chilled milk to delight both kids and adults alike. Mix between 1 and 2 ounces of Reàl infused syrup with your favorite milk (whole, 2%, or skim) for a delicious milk beverage. Our favorites include Pumpkin Reàl, Strawberry Reàl, and Blueberry Reàl—but the limit is up to you!

### *Flavored Sodas*

Bring the flavors of your favorite restaurant sodas to the comfort of your home with Reàl. Add between ½ and 1 ounce of any Reàl flavor to a glass of club soda to create a personalized soda, or mix with your favorite soft drink for a fruity and refreshing twist.

## *Shakes*

Give your shakes a twist with the authentic flavor of Reàl. Add any flavored syrup to your favorite shake recipe for a new take on this classic. Be sure to try Pumpkin Reàl and Strawberry Reàl in your favorite shake.

## *Smoothies*

It's hard to resist a fresh fruit smoothie! They're sweet, cold, and easy to make—all you need is a blender, some yogurt, and 2 ounces of your favorite Reàl flavor. Try a simple smoothie with Banana Reàl or a more complex one with 1.5 oz of Prickly and 1.5 oz of Ginger Reàl.

## CHAPTER 20

# A Taste of Tiki

Let's continue talking a bit more about tiki for newcomers. In the 20th century, tiki culture gained popularity in the United States, especially in Hawaii and California. People used tiki carvings, regarded as symbols of gods or ancestors, in religious rituals. The idealization of Polynesian culture and the allure of the South Pacific greatly influenced the popularity of tiki.

Tiki bars were fundamental to this culture, with tropical décor and a relaxed atmosphere. The romanticized vision of Polynesia and the exotic appeal of the South Pacific left a strong mark on its influence.

The term "tiki" comes from the M ōri phrase "tiki-tiki," which translates to "carved figure." Tiki art involves skillfully carving wood figures, often representing human forms with distinctive features such as large heads, wide eyes, and prominent noses.

Tiki art not only served a religious purpose but was also important for storytelling and cultural preservation. These

carvings symbolized legends and historical events, transmitting important narratives from generation to generation. Tattoos also played a role in representing Polynesian culture, helping to safeguard its traditions and beliefs.

Each Polynesian culture adapted tiki art to its own style and meaning. Today, tiki art is valued as an artistic expression and a representation of cultural identity, gaining popularity beyond Polynesia as a symbol of the region's vibrant and diverse culture.

Tiki art is an ancient and respected tradition that originated in the 13th century. These sculptures were religious idols representing deities and played a fundamental role in cultural preservation. The term "tiki" reflects the essence of this art form, centered on the skilled carving of wooden figures. People continue to appreciate tiki art for its ability to convey Polynesian culture and identity.

## **The Diverse Features of Ku Tiki Statues**

Ku tiki statues possess unique and fascinating features that set them apart. Originating from Polynesian culture, these statues stand out for their intricate craftsmanship and symbolic meaning.

One of the most notable features is their imposing size, as artists carve these figures from large blocks of wood or stone, giving them a striking presence. Their size not only enhances their visual impact but also emphasizes their

importance and power within the culture. Restaurants like Trader Vic's and Don the Beachcomber house some of the original Ku statues.

Another characteristic aspect of Ku tiki statues is the detailed work of their carvings. Skilled artisans carefully sculpt every feature of the figure, from facial expressions to body adornments. These carvings often represent profound symbols and motifs with cultural and spiritual meanings. The meticulous craftsmanship reflects both the skill of the artists and the cultural heritage of the Polynesian people.

The facial expressions of Ku tiki statues are also distinguishing features. These figures often have fierce and intense expressions, with bulging eyes, open mouths, and prominent features. The god Ku, associated with war, power, and fertility, symbolizes strength and protection—qualities reflected in these facial expressions. The statues' intense expressions convey power and authority, underscoring their role as guardians and protectors.

Additionally, Ku tiki statues are often adorned with various accessories, such as headdresses, necklaces, and other decorative elements that symbolize different aspects of Polynesian culture. These adornments not only embellish the statues but also add deeper meaning and symbolism to them.

Finally, the materials used to create Ku tiki statues are worth mentioning. In the past, they were carved from

sacred and highly valued woods, such as koa or sandalwood. In more recent times, stone and other materials have also been used, depending on availability and the cultural significance associated with each.

In conclusion, Ku tiki statues possess a variety of features that contribute to their cultural appeal and symbolism. With their large size, detailed craftsmanship, intense expressions, and meaningful adornments, these statues embody Polynesian culture and spirituality.

## **The Meaning of the God Ku Tiki**

Ku is the most powerful war god in Hawaiian mythology, known as “Kahuna Akua” among the four main gods. He is depicted as a strong warrior with a long beard, holding a spear and performing a sacrifice.

In addition to being a symbol of strength and power, Ku is associated with agriculture and fertility, representing wealth and abundance. However, he is best known for his warrior aspect and his association with the dawn. His wife is Hina, who represents the sunset.

## **The Role of the God Ku Tiki in Hawaiian Culture**

The god Ku tiki was significant in Hawaiian culture, as he was believed to keep the islands safe and protect its people. He also acted as the divine guardian of the spiri-

tual and cultural traditions of the Hawaiian people. Many Hawaiians offered tributes and prayers to Ku in search of protection and guidance.

## **The Evolution of the God Ku Tiki in Modern Times**

Christian missionaries arrived in Hawaii in the 19th century and banned the worship of tiki gods in the Hawaiian religion. Later, the government also outlawed this worship, leading to the destruction of numerous tiki carvings and nearly causing the loss of the carving art.

However, in the mid-20th century, tiki culture experienced a resurgence, and tiki art regained popularity. In contemporary Hawaiian culture, people continue to respect and honor the god Ku tiki, although he is now regarded more as a symbol of heritage than a religious deity.

## **The Influence of the God Ku Tiki in Pop Culture**

Tiki art and culture have gained worldwide popularity, extending beyond the Hawaiian Islands and leaving their mark on international pop culture.

Tiki bars and themed gatherings are on the rise, and many people collect tiki statues. The depiction of the god Ku tiki is widely recognized in movies, TV shows, and video games. Additionally, numerous bars and restaurants in the

United States feature the symbol of Ku on tiki mugs or cocktail napkins with tiki themes.

## **Conclusion**

The god Ku tiki is more than just a wooden carving; he is a symbol of Hawaiian culture and its rich history. As a god of war and protector of the islands, Ku holds an important place in the hearts of the Hawaiian people. The legacy of the god Ku tiki lives on and continues to inspire people worldwide, especially with the resurgence of tiki culture.

If you're in Oahu, you can visit Master Tiki, the largest Ku tiki showroom on the island.



# Epilogue

Eternal love to those who see me  
Eternal love to those who hear me  
Eternal love to those who fill me  
Eternal love

Pablo

Laura

Gabriel

Ailin

Ariana

Antonia

And to my parents, who are no longer on Earth but still  
light my way: María del Carmen and Manuel Sebastián.

Eternal love to my grandparents  
Sandalio, Graciano, Esther, Grandma China

Eternal love to the mothers of my children  
María, Natalia, and Karen...

The day I leave, I only wish to be forgiven  
The day I leave, I wish for embraces among names  
The day the sun god stops shining on me, I wish for more  
light for my children  
The day I leave, their path will be guided by many gods.

Mahalo... Eternal life...



*As the book concludes, Lucas del Valle arrives to close  
this second book*

*The toast. Here are my three men who will continue the story.*



*I remember our first round of glasses together...*



*Closing the day-to-day stories, there they are—  
the women and him*

**THE END**

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