

MANGO Liqueur



The Golden Fruit Weaving Culture and Legends

Mangoes, bathed in the sun's blessing. More than just a fruit, a cultural gem that has colored civilizations since ancient times. A captivating story of a golden fruit where myths, rituals, and traditional spirits intersect unfolds.

Mango's History and Culture: World Myths and Legends

Mangoes are said to originate from the region stretching from northeastern India to Myanmar. Cultivation began around 4000 BCE, and the fruit has been deeply intertwined with people's lives, appearing in Buddhist and Hindu scriptures throughout its long history.

In India, mangoes are called the "King of Fruits" and are revered as symbols of fertility, love, and life. In Hindu mythology, the love god Kamadeva's bow is said to be made of mango flowers, and mango trees are considered sacred and planted in temples. In Buddhism, there is a legend that Buddha meditated under a mango tree, and the fruit is also seen as a symbol of enlightenment. Thus, mangoes are more than just a fruit. They are deeply rooted in spiritual culture, connected with myths, legends, and religions across different regions.

Mangoes and Alcohol: Traditional Spirits and Innovative Pairings

The sweetness and rich aroma of mangoes pair exceptionally well with alcohol. Since ancient times, mangoes have been used in various forms of alcoholic beverages.

Traditional Mango Spirits

In India, "Mango Wine" made by fermenting mangoes and the distilled spirit "Feni" are traditionally enjoyed. Feni, a specialty of the Goa region, is characterized by its strong, distinctive aroma.

Southeast Asia also offers numerous mango-based drinks, such as Thailand's "Satho" and the Philippines' "Lambanog". These traditional mango spirits reflect the culture and terroir of their respective regions, with their unique flavors being their primary charm.

Mango Cocktails and Pairings

Mango's sweetness and acidity pair wonderfully with various spirits like rum, tequila, and vodka, allowing for a wide range of cocktails from tropical to refreshing. Mangoes also pair well with food. Their sweetness complements spicy and ethnic cuisines, enhancing each other's flavors. Particularly recommended spirits that pair well with mango include:

- * Sparkling Wine: Creates a perfect balance between mango's sweetness and the wine's acidity
- * White Wine: Light white wines enhance mango's fruity aroma
- * Rum: The sweetness and depth of rum harmonize with mango's rich flavor

Mango's Future: Sustainable Production and New Possibilities

Mango processing technology continues to evolve, with various products like dried mangoes, mango puree, and mango juice being developed.

Recently, there's growing attention on product development using unripe mangoes. Unlike ripe mangoes, unripe fruits have a refreshing tartness and aroma, used in pickles, chutneys, and salads. Dried unripe mangoes are also used as a spice in curries.

In the alcohol business, mangoes represent a frontier where traditional wisdom intersects with cutting-edge science. The time has come to build "story-driven products" through direct trade with producers and create experience values that stimulate consumers' five senses.

