



CRÈME DE FRAISE DES BOIS

SPECIALTY LIQUEUR



It takes two unique varieties of strawberry to make this delightful liqueur. Tiny, wild, woodland strawberries with their characteristic, intense aromatics and sweetness along with a larger and juicier cultivated variety called the Senga Sengana known for its vivid red hue, bright acidity and rich berry aroma are used to craft this crème that celebrates the natural flavors of late spring and early summer.

Crème refers to the viscosity of the liqueur and indicates that it is lower in alcohol and richer in sugar content than other categories of liqueur.

Volume: 750 mL | **ABV:** 16%

Appearance: Bright, cherry red

Aroma: Red berry jam, watermelon, candied strawberry, raspberry, cherry, musky floral

Tasting Notes: Big, rich strawberry jam, juicy red berries with balancing acidity

STRAWBERRY NEGRONI

1 oz. Gin

.50 oz. GIFFARD Crème de Fraise des Bois

.50 oz. Campari

1 oz. Sweet Vermouth

Glass: Rocks

Garnish: Orange twist

Method: Stir, large cube

ABOUT GIFFARD

Emile Giffard was a pharmacist with an inventive, curious nature and the palate of a gourmand. In the scorching summer of 1885, in the small Loire Valley town of Angers, France, he was studying the digestive and cooling properties of mint. Giffard's research resulted in the invention of a clear mint liqueur, steam-distilled from the Mitcham variety of peppermint. As delicious as it was refreshing, this liqueur was immediately received with enthusiasm from the townspeople of Angers. Monsieur Giffard's elixir was called Menthe Pastille after the mint candies that were so famous at the time.

Giffard parlayed the success of Menthe Pastille into a fully operational distillery. Since 1885, the Giffard facility has produced liqueurs, syrups, cordials and tonics from the rich bounty of local fruits and botanicals as well as the exotic spices and herbs that were brought in by ship on the Loire River from ports around the world. Four generations later, Giffard is still owned and operated by the same family who maintain tradition and quality for all of its products.