

Tradition & Qualité



CRÈME DE MÛRE

SPECIALTY LIQUEUR



The French countryside is teeming with wild blackberry brambles. The succulent berries are hand harvested throughout the late summer and pressed for their aromatic juice that we blend with high quality neutral spirit to make our classic Crème de Mûre.

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: Dense, midnight burgundy

Aroma: Blackberry jam, dark chocolate, musk, nutmeg, vanilla and maple

Tasting Notes: Rich, dark berries, white pepper, cocoa powder and tart honey

BRAMBLE

1.5 oz. Gin

1 oz. GIFFARD Crème de Mûre

.75 oz. Fresh lemon juice

Glass: Rocks

Garnish: Fresh blackberry

Method: Shake, strain over crushed ice

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.