



GIFFARD INTRODUCES NEW INNOVATIVE LIQUEUR - RHUBARBE

Giffard, the esteemed family-owned French maker of cocktail-focused liqueurs, announces the U.S. launch of Giffard Rhubarbe Specialty Liqueur through its U.S. importer, Back Bar Project. A perfect compliment their already impressive portfolio and a shining example of Giffard's innovative capabilities. Harvested in the spring, Rhubarb evokes childhood memories possibly more than any vegetable. It's also a favorite of bakers and confectioners, who use sugar and strawberries to balance its intense tartness. For this savory liqueur, Giffard creates an infusion of both green and red rhubarb, to achieve a perfect balance between tart and sweet.

Giffard Rhubarb Specialty Liqueur is available online through Astor Wine & Spirits, and is available via Back Bar Project's distribution network.

GARDEN SOUR

1.5 oz. Agave de Cortés Mezcal Joven
.75 oz. Giffard Rhubarbe
.75 oz. Lemon juice
.5 oz. Simple syrup
2 Dashes celery bitters
Soda water

Glass: Collins

Method: Combine all ingredients except soda in shaker with ice. Shake vigorously and strain into a collins glass over fresh ice. Fill with soda water.

Garnish: Rhubarb ribbon

ABOUT GIFFARD

In 1885, in the small town of Angers, in the heart of the Loire Valley of France, Emile Giffard, a pharmacist with an inventive, curious nature and the palate of a gourmand, was studying the digestive and cooling properties of mint. His research resulted in the invention of a clear, mint liqueur, steam-distilled from the Mitcham variety of peppermint that was immediately received with enthusiasm from the townspeople. As delicious as it was refreshing, 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 that began to produce 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 which maintains the best quality without compromise for all of its products.

ABOUT BACK BAR PROJECT

Giffard Liqueurs are imported by Seattle-based Back Bar Project (backbarproject.com), the exclusive U.S. importer of a collection of premium spirits that meet the U.S. spirit industry's demand for specialized, high-quality ingredients.

BACK BAR PROJECT

BACK BAR PROJECT, LLC | IMPORTER OF FINE SPIRITS | SEATTLE, WA
BACKBARPROJECT.COM | INFO@BACKBARPROJECT.COM | PLEASE DRINK RESPONSIBLY