



GIFFARD MÛRE



SPECIALTY LIQUEUR MADE IN FRANCE

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 Giffard Mûre 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 Mûre
.75 oz. Fresh lemon juice

Glass: Rocks

Garnish: Fresh blackberry

Method: Combine all ingredients in a shaker with ice. Shake vigorously and double strain into a rocks glass over crushed ice.

ABOUT GIFFARD

Giffard Liqueurs and Syrups are created specifically to enhance cocktail creation. Each of our liqueurs delivers consistent, true-to-nature flavors that are the signature of the Giffard family, providing the flavor intensity that brings cocktails to life. Five generations of the Giffard family have worked hard to continuously provide the world with quality liqueurs and syrups. Produced in France's Loire Valley, Giffard Liqueurs are made with tradition and quality, blending established processes like slow maceration, with innovative flavor inspiration. Giffard Liqueurs and Syrups improve cocktail creation with the uncompromised taste of natural fruits, herbs, and spices.

It all began in 1885. Emile Giffard was a pharmacist with an inventive, curious nature and the palate of a gourmand. In the scorching summer, 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, the liqueur was immediately received with enthusiasm from the townspeople of Angers. Emile called his elixir Menthe Pastille after the mint candies that were famous at the time.