



DEPUIS 1885
GIFFARD
FRANCE

BRAND PRESENTATION

GIFFARD

DEPUIS 1885



FULL RANGE

GIFFARD

DEPUIS 1885



LIQUEUR RANGE



ABOUT GIFFARD

Edith Giffard *Bruno Giffard*

Giffard is a 5th generation, family-owned company that has been crafting exceptional liqueurs and syrups in Angers, France, for over 135 years. It all began in 1885 when Emile Giffard, a pharmacist with a passion for flavor, created Menthe-Pastille—a refreshing mint liqueur that quickly became a success. Inspired by his commitment to quality and innovation, the Giffard family has continued his legacy, using the best natural ingredients to craft products that honor tradition while inspiring new flavors. Our purpose is to create delicious liqueurs and syrups—Quality, craftsmanship, and sustainability remain at the heart of everything we do.



Edith Giffard • Pierre Jouanneau-Giffard • Emilie Giffard • Bruno Giffard



HISTORY

In 1885, Emile Giffard, a passionate pharmacist from Angers, perfected a mint liqueur with refreshing and digestive virtues. Crystal-clear and pure as spring water, the famous Menthe-Pastille was adopted by the great hotels and restaurants in the area of Angers, France.





HISTORY OF GIFFARD



EMILIE GIFFARD
2020 - Present



BRUNO GIFFARD
1989 - Present



EDITH
GIFFARD JOUANNEAU
1987 - Present



PIERRE
JOUANNEAU GIFFARD
2015 - Present



JACQUES GIFFARD
1949-1992



VICTOIRE
DUREAU GIFFARD
1901 - 1904



EMILE GIFFARD
1885 - 1901



MAURICE GIFFARD
1904 - 1954



1885

Emile Giffard creates Menthe-Pastille in Angers, France.

1895

Giffard creates digestifs of the time: Parfait Triple Sec, Anisette, Guignolet d'Angers.

1900

The first syrup is created.

1972

Giffard moves production to Avrillé, about 6km outside of Angers city center.

2002

Creation of the Premium liqueurs range.

2017

A new site dedicated to syrups production is built. The Avrillé site specializes in liqueur production only.

2023

Launch of Giffard Non-Alcoholic Liqueurs range.

TODAY

Fifth-generation, family-owned company focused on innovation with a commitment to quality, craftsmanship, and sustainability.

GIFFARD LIQUEURS FROM ANGERS, LOIRE VALLEY



Crafted in Angers, France, our liqueurs reflect the rich flavors of the Loire Valley. We source the finest fresh fruits and plants, primarily from local and French producers, ensuring exceptional quality in every bottle.





PRODUCTION SITE



Giffard Avrille • Liqueur Site • Since 1972



Giffard Saint-Leger des Bois • Syrup Site • Since 2017

GIFFARD LIQUEURS



1

FAMILY OWNED

Currently in 5th generation
since 1885



2

CATEGORY LEADER

Respected as one of the top
liqueur makers in the world



3

GLOBAL REPUTATION

Currently exported to more than
80 countries globally





WHAT IS A LIQUEUR?



+



+



=



FRUIT / SPICES / NUTS
FLOWER / ETC

SWEETENER

HIGH-PROOF
NEUTRAL SPIRIT

LIQUEUR

MANUFACTURING PROCESS



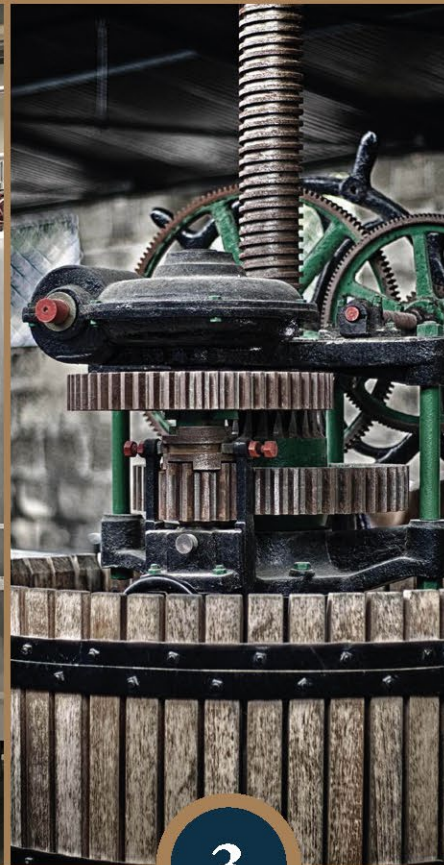
1

FRUIT HARVEST
& SELECTION



2

MACERATION



3

PRESSURE



4

BLEND



5

NATURAL DECANTATION
AND/OR FILTRATION



6

BOTTLING

STEP 1: FRUIT HARVEST & SELECTION

SWEETNESS

FRESHNESS/AROMA

STABILITY



NATURE IS THE BEST INGREDIENT

At Giffard, we select only the best varieties, locally sourced as often as possible. Even the smallest details can change the infusion aroma

1. PARTS OF THE FRUIT

- Peel, leaves, stone, or All of the above!

2. HOW ITS PREPARED

- Whole fruit, purée, crushed, quarter

3. FRESH, FROZEN, OR CANDIED

- Fruit is frozen at -40°C to preserve all the quality of the ripe fruit all year long
- Candied in sugar to increase sweetness taste



SMOOTH CAYENNE
South America/Africa



QUEEN VICTORIA
La Réunion



GOLDEN
Caribbean/Costa Rica



SUGAR LOAF
Africa/Benin/Togo

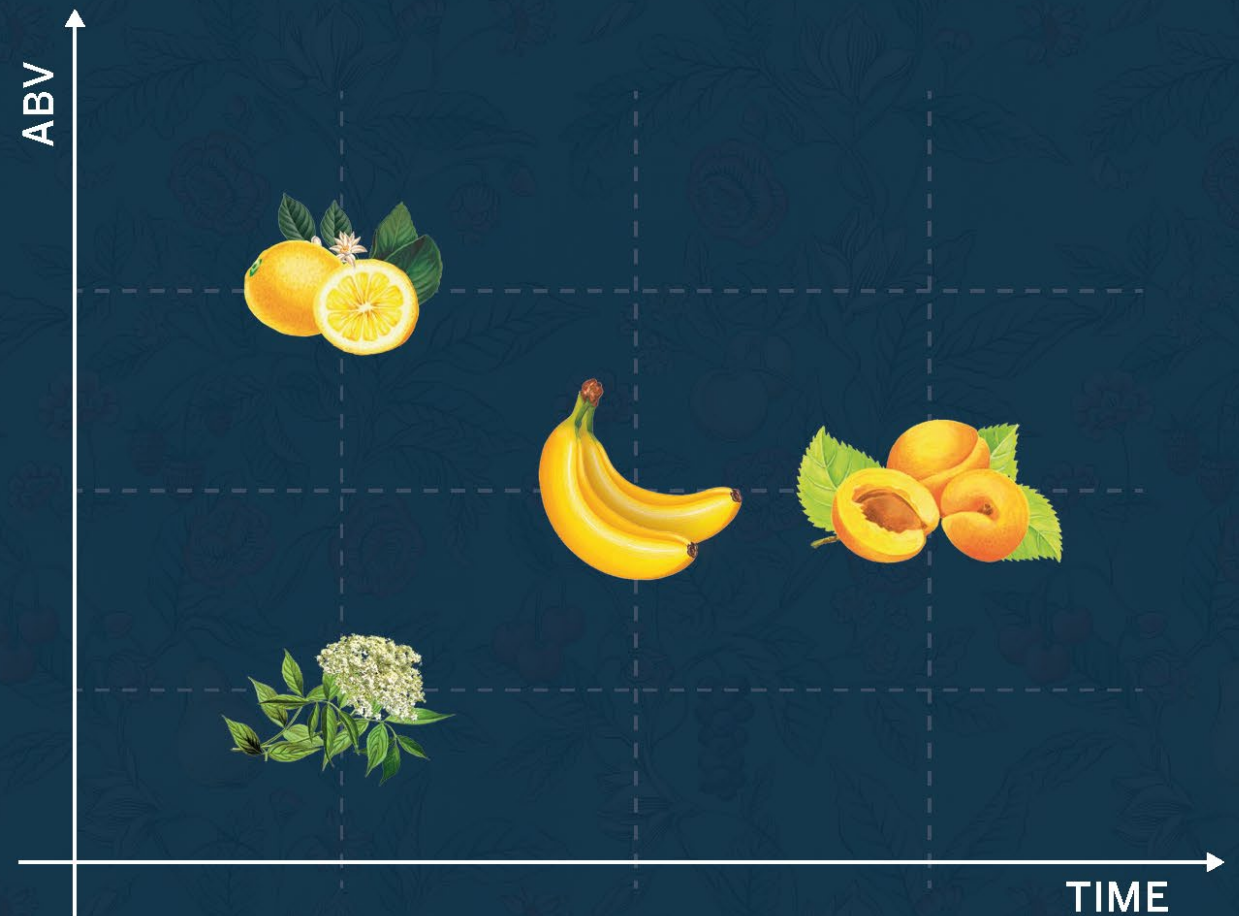
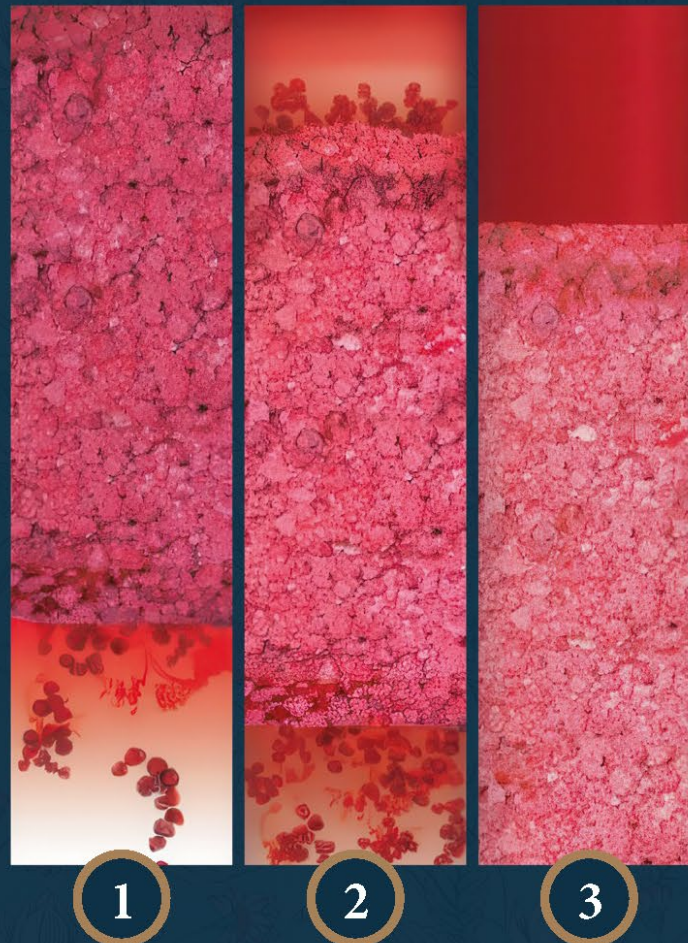
STEP 2: MACERATION

TIME & FLAVOR

Each maceration is done in small batches to ensure consistent infusion quality throughout the year.

Maceration times vary by ingredient, ranging from 24 hours to 9 weeks depending on the fruit and alcohol content.

Every step in the process highlights a diverse spectrum of flavors and natural colors.

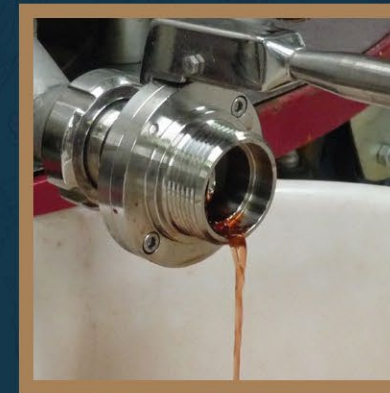


STEP 3: PRESSING

After maceration, the fruit mixture is gently cold-pressed to capture the full depth of its rich aromas.

This extract, known as the infusion, forms the essence of our products.

The remaining pressed fruit is responsibly recycled through local channels.



STEP 4: BLENDING

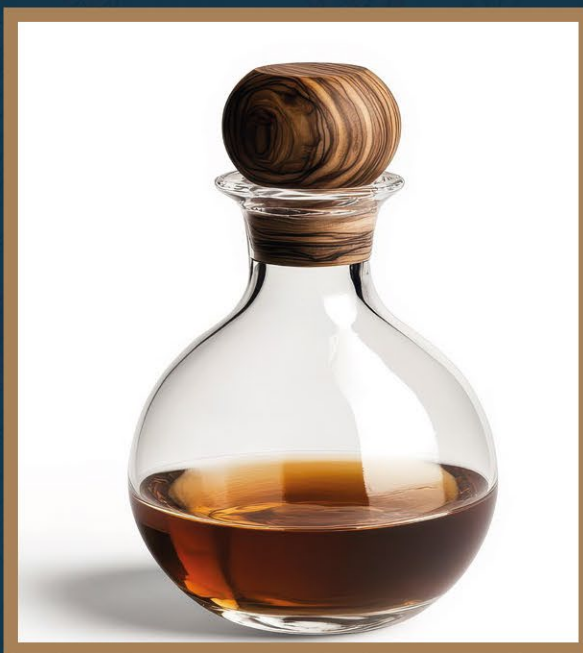
INFUSION + SUGAR + WATER + ALCOHOL + AROMATIC INGREDIENTS

Blending is carefully executed to achieve the ideal aromatic balance.

Proprietary ingredients are added to enhance depth, introducing warm, woody, or buttery notes to our signature recipes.



SPICES



BASE SPIRIT



FRUIT JUICES



NATURAL AROMAS

STEP 5: FILTRATION



FILTERING:

The blend is carefully filtered through cellulose sheets to remove impurities while preserving its rich aroma, resulting in a liqueur that is bright, clear, and full of flavor.

STEP 6: BOTTLING



RESTING:

Following blending and filtration, the liqueur is allowed to rest—giving the flavors time to harmonize and reach their full expression.

TASTING:

Once the liqueur has fully matured, it undergoes a careful tasting. Only after approval does bottling begin, with rigorous quality control at every step.

LIQUEUR PRODUCTION: LIQUEUR vs. CRÈME

Contrary to popular belief, a crème does not contain cream. Rather, it's a type of liqueur, and its name is a reference to the texture it has, which is more substantial due to the increased sugar content.

Crèmes are lower in alcohol than most other liqueurs, making them ideal for drinkers who enjoy “low-octane” or sweeter cocktails. Many classic cocktails contain crèmes, though often in small amounts.

Both crèmes and liqueurs have technical specifications for the amount of sugar required.

LIQUEUR

CRÈME
LIQUEUR

VS

Approximately
100g sugar/liter

Approximately
250g sugar/liter



WHAT DOES SUGAR BRING?

- Texture
- Sweetness
- Sucrose amplifies flavor
- Natural preservative



SUGAR QUALITY



- Our liqueurs are made from sucrose, or sugar crystals extracted from organic French sugar beets.
- Sucrose from sugar beets is more neutral in flavor than sugarcane, allowing the core flavor of the liqueur to shine.
- Sugar beets are also more environmentally friendly than sugarcane.



SUGAR BEETS VS. SUGARCANE

- Sugar beets grow in temperate climates vs. tropical climates for sugarcane.
- Sucrose from sugar beets and sugarcane have the same nutritional properties and are processed the same way by the body.
- Sucrose from sugar beet is considered to have a more neutral taste than sucrose from sugarcane.

SUSTAINABILITY ADVANTAGES

- Sugarcane requires 300% more water to grow than sugar beets.
- Carbon footprint is generally less for sugar beets (grown in France) than cane sugar (shipped from tropical latitudes).
- Sugarcane crystals are usually whitened using bone char derived from animal bones, which can be a turn off for vegan or vegetarian customers.



GIFFARD SUSTAINABILITY

As a 5th generation family-owned company, sustainability has always been at the heart of our culture:
respecting the environment, preserving nature, and sourcing organic products.



Source local
materials as often
as possible



Optimize
of water
consumption



Reduce glass weight
and transportation
costs



Use maceration
remnants as
compost



Build
eco-friendly
factories



Support
“Water in School”
program NGO

WHAT SETS GIFFARD APART?

Art of Selection - In Search of Perfection

Émile Giffard was a meticulous pharmacist who did not hesitate to source the best ingredients from various origins. The same approach is still used today when selecting varieties and origins.

GIFFARD ANSWERS THREE DIFFERENT TRENDS



COCKTAIL
RENAISSANCE



CRAFT
CULTURE



NATURAL
INGREDIENTS





WHAT DO LIQUEURS BRING TO A COCKTAIL?



FLAVOR & AROMA

Liqueurs supplement the base spirits and add extra layers of complexity in your cocktail.



TEXTURE

The sugar content in the liqueur creates mouthfeel in a cocktail so it doesn't feel "flat."



VARIETY

With over 26 unique liqueurs in the Giffard portfolio—the possibilities for flavor combinations are endless.



SWEETNESS

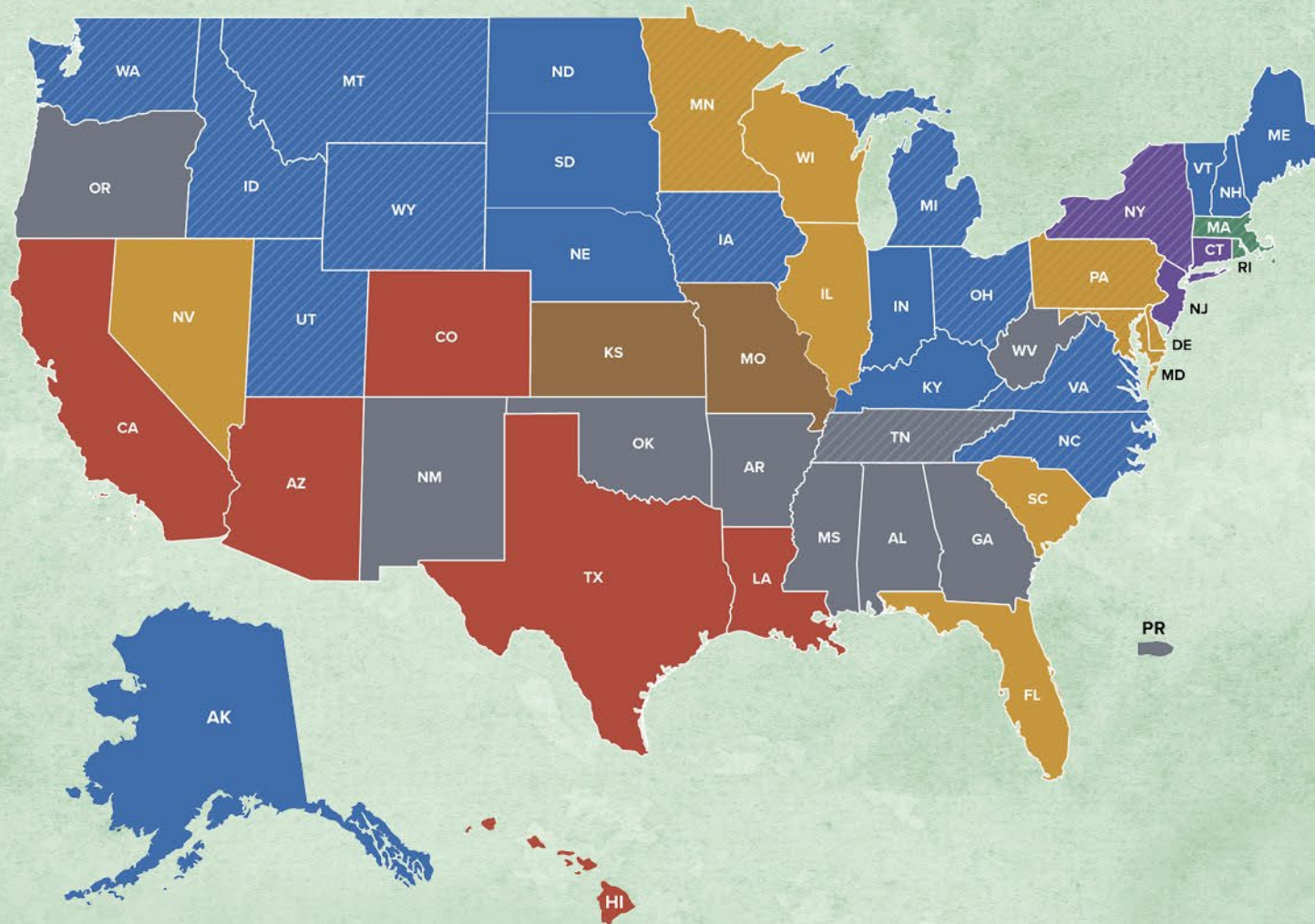
Liqueurs bring sweetness to the cocktail that is necessary to reveal all its flavors.



COLOR

Like an artist uses paint on their palette, Giffard allows bartenders to bring a splash of color to their cocktail.

DISTRIBUTOR COVERAGE



CA CALIFORNIA Reyes (RBG)	AZ ARIZONA Reyes Beverage Group	TX TEXAS Reyes Beverage Group + YDrink	CO COLORADO Reyes Beverage Group
HI HAWAII Reyes Beverage Group	LA LOUISIANA Reyes Beverage Group	PA PENNSYLVANIA Breakthru Skurnik	IL ILLINOIS Breakthru
SC SOUTH CAROLINA Breakthru	FL FLORIDA Breakthru	WI WISCONSIN Breakthru	DC DISTRICT OF COLUMBIA Breakthru Prestige Ledroit
NV NEVADA Breakthru	MN MINNESOTA Breakthru The Wine Company	DE DELAWARE Breakthru Prestige Ledroit	MD MARYLAND Breakthru Prestige Ledroit Montgomery County
NY NEW YORK Michael Skurnik Wines Blueprint Brands	CT CONNECTICUT Michael Skurnik Wines	NJ NEW JERSEY Michael Skurnik Wines	RI RHODE ISLAND Southern Glazer's Vineyard Road
MA MASSACHUSETTS Southern Glazer's Vineyard Road	MO MISSOURI Vintegrity	KS KANSAS Vintegrity	ND NORTH DAKOTA RNDC
AK ALASKA RNDC	ME MAINE Stone Fence Beverage	VT VERMONT BBC (spirits) + Stone Fence (Non-Alc)	NH NEW HAMPSHIRE Stone Fence Beverage
NE NEBRASKA RNDC	IN INDIANA RNDC	WA WASHINGTON Columbia Distributing + American Northwest	MT MONTANA RNDC
VA VIRGINIA RNDC	UT UTAH RNDC A Priori	NC NORTH CAROLINA RNDC A Vin Garde	OH OHIO RNDC Cavalier Distributing
KY KENTUCKY RNDC	SD SOUTH DAKOTA RNDC	WY WYOMING RNDC Teton	MI MICHIGAN RNDC
IA IOWA RNDC Okoboji Wines West	ID IDAHO RNDC Hayden Beverage	NM NEW MEXICO L&F Distributors	OR OREGON Strong Water Beverage
PR PUERTO RICO Ambrosia Fine Wines	AR ARKANSAS De Nux Distributors, LLC	WV WEST VIRGINIA West Virginia ABC Board	AL ALABAMA MadVines and Spirits
OK OKLAHOMA Premium Brands Wine and Spirits	TN TENNESSEE Athens Distributing Lipman Brothers	MS MISSISSIPPI MadVines and Spirits	GA GEORGIA Prime Wine and Spirits

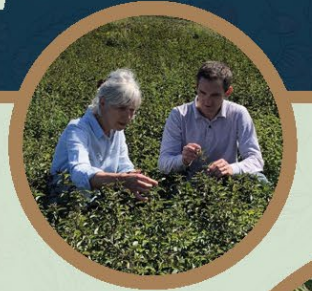
SIGNATURE RANGE MENTHE PASTILLE

ABOUT MENTHE PASTILLE

- First product of the Giffard company, developed by Emilie Giffard
- Secret recipe made with Black Mitcham Mint essential oil
- 24% ABV, Gluten-free, Vegan
- Available in 1 L
- A crystal-clear premium peppermint liqueur with a bold mint aroma, intense flavor, and a long-lasting, refreshing finish.

BLACK MITCHAM MINT

- **Origins:**
London
- **Now sourced in:**
Angers, France
- **Family:**
Peppermint
- **Profile:**
Aromatic, refreshing, intense



GIFFARD PREMIUM RANGE



Our range of complex liqueurs are crafted with deep, rich aromas and bold flavors. Using only the finest raw materials—carefully selected for their origin and variety—well-balanced liqueurs that capture the essence of their ingredients.

Inspired by their places of origin, these liqueurs are enhanced with spices and aged spirits like cognac and rum for added depth and character.

10 FLAVORS | GLUTEN-FREE | VEGAN

Available in 750 mL

E. Giffard

GIFFARD PREMIUM RANGE

(continued)



- Specific country of origin for ingredients
- Giffard carefully selects fruit based on quality and sustainability



GIFFARD SPECIALTY RANGE



Designed for cocktails, our liqueurs provide bartenders with high-quality, authentic flavors—no matter the season or location. Crafted with carefully selected fruit from our trusted long-term partners, they ensure consistency and excellence in every pour.

15 FLAVORS | GLUTEN-FREE | VEGAN

Available in 750 mL | Triple Sec & Pamplemousse in 1L

THE LATEST ADDITIONS TO THE FAMILY ROSE AND NOIX DE COCO



GIFFARD ROSE

Specialty Liqueur | Made in France

Crafted by infusing delicate rose buds, Giffard Rose captures the essence of the 'queen of the garden,' renowned for thousands of years for its medicinal virtues and beauty. This elegant liqueur highlights the soft floral notes of the rose, perfectly balanced with its distinctive, layered complexity. Giffard Rose adds a refined, aromatic touch to every cocktail creation.

VOLUME: 750 mL

ABV: 16%

APPEARANCE: Light orange-pink, with peach reflections

AROMA: Intense fresh flowers, enticing light sweetness

TASTING NOTES:

Elegant, round, floral flavor with a note sweet citrus on the finish.



GIFFARD COCONUT

Specialty Liqueur | Made in France

Giffard's coconut liqueur, Noix de Coco, captures the essence of tropical indulgence by macerating freshly grated coconut flesh. The rich flavor of fresh coconut unfolds on the palate, coating it with a velvety texture and concluding with a delicate toasted coconut finish. Whether enhancing cocktails or adding an exotic touch to desserts, Giffard Noix de Coco takes your creations to a whole new level.

VOLUME: 750 mL

ABV: 18%

APPEARANCE: Crystal clear

AROMA: Fresh coconut flesh, touch of vanilla and caramel

TASTING NOTES:

Smooth nutty start, coconut custard coats the palate. Lingering notes of toasted coconut fruit and milk.

GIFFARD

NON-ALCOHOLICS RANGE

Our newest innovation, the Giffard Non-Alcoholic Liqueur range, delivers the same robust, authentic flavors as their alcoholic counterparts, ensuring that our customers never have to compromise on taste when choosing a non-alcoholic option.



6 FLAVORS | NO PRESERVATIVES | GLUTEN-FREE | VEGAN

Available in 700 mL

GIFFARD SYRUPS RANGE



Created for professional bartenders, our syrups deliver rich flavor and vibrant color. Perfect for cocktails, as well as non-alcoholic beverages like lemonades, iced teas, smoothies, milkshakes, granitas, iced coffees, and lattes.

15 FLAVORS | NO PRESERVATIVES | 36 MONTH SHELF LIFE | GLUTEN-FREE | VEGAN

Available in 1 L & 350 mL

GIFFARD LIQUEURS COMPETITORS SET

PREMIUM / CRAFT



MAINSTREAM



ECONOMIC



PROFESSIONAL



GIFFARD IN THE PRESS



GIFFARD AWARDS & ACCOLADES



**BANANE
DU BRÉSIL**

2025 SFWSC Double Gold

2025 SFWSC
Best in Class Finalist



**NOIX
DE COCO**

2025 SFWSC Gold



**GIFFARD NA
GRAPEFRUIT**

2026 SFWSC Double Gold

2024 SFWSC Double Gold
2024 SFWSC Best in Class
2025 Spirits Business Gold
2024 ISC, Gold



**GIFFARD NA
PINEAPPLE**

2026 SFWSC Double Gold

2024 SFWSC Double Gold
2024 SFWSC Best in Class



**GIFFARD NA
ELDEFLOWER**

2026 SFWSC Double Gold

2024 SFWSC Double Gold
2024 SFWSC Best in Class
2024 Spirits Business Gold
2024 World Alcohol-Free
Awards Gold



**GIFFARD NA
GINGER**

2025 SFWSC Gold

2024 SFWSC Best in Class
2024 ISC Double Gold

BESTSELLING BRANDS

- 1 CAMPARI
- 2 CHARTREUSE
- 3 COGNAC
- 4 **GIFFARD**

from
Drinks
International

- 5 BRIOTTET
- 6 ST GERMAIN
- 7 DISARONNO
- 8 LUXARDO
- 9 FERNET BRANCA
- 10 LICOR 43

TOP TRENDING BRANDS

- 1 CAMPARI
- 2 CHARTREUSE
- 3 ANCHO REYES
- 4 ST GERMAIN
- 5 MUYU
- 6 FERNET BRANCA
- 7 MIDORI
- 8 MR BLACK
- 9 ITALICUS
- 10 **GIFFARD**





WHAT IS IT?

An international cocktail competition run by Giffard Liqueurs, showcasing the art of mixology.

FOUNDED

Launched in 1997 in Angers, France—named “West Cup” after its origins in Western France.

SCALE & REACH

Held biennially, attracting bartenders from ~18 countries; national winners meet in France for the grand final.

2026 EDITION

“Sip the Moments,” celebrating the drinking experiences from sunrise to moonlight.

COMPETITION STAGES

National/regional heats in participating countries; Global Grand Final in Angers, held in September.

JUDGING CRITERIA

Bartenders must craft theme-driven cocktails (e.g., balancing flavors and life), showcase creativity, be original, include 30 mL+ of Giffard liqueur(s), and comply with ingredient rules.

PRIZES & REWARDS

Winners gain access to Giffard’s distillery, a trip to Angers, mentorship, and for champions, travel opportunities to explore international cocktail culture.



HOW TO PARTICIPATE

PARTNER WITH US!

Contact your local Back Bar Project Market Manager to get your venue featured on the official Daiqs & Dogs website.

MAKE A DONATION

Support the vital work of A Humane World for Animals to create a national network of compassionate communities dedicated to rescuing and caring for dogs and animals in need.

SERVE DAIQUIS & HOT DOGS!

Celebrate with us by featuring classic Daiquiris and hot dogs or indulge in your favorite variations throughout the week.

PROMOTION & MARKETING

Social media promotion @daiqsanddogs, donation tracker, account call out on website daiqsanddogs.com

CELEBRATE
NATIONAL HOT DOG DAY & NATIONAL DAIQUIRI DAY
3RD WEDNESDAY OF JULY JULY 19TH
IN ONE SPECTACULAR EVENT!

JOIN US IN CREATING
MEMORABLE EXPERIENCES
WHILE SUPPORTING A
GREAT CAUSE!



SCAN
TO DONATE
OR

TEXT
DAIQSANDDOGS
TO
707070

SIP, SAVOR, AND SUPPORT - WHERE EVERY COCKTAIL COUNTS!

Daiqs and Dogs is a charity event designed to elevate the cocktail experience by pairing premium rum and liqueurs with gourmet hot dogs. This fun-filled event raises awareness and funds for animal charities, uniting cocktail enthusiasts, foodies, and animal lovers.

