

PIMENT D'ESPELETTE
Premium Chile Liqueur



BACK BAR PROJECT

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Giffard Piment d'Espelette

- Summary -



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Two Strong Trends



#1 SPICY TREND



- **Twist on Classics:**
Spicy Margarita, Spicy Paloma...
 - **Syrup / Liqueurs:**
Habanero, Jalapeno
 - Rise of Ancho Reyes in the last few years
- ↓
- Best selling and trending brand 2018
 - +50% Turnover between 2016 and 2018
 - Joined the Campari Group in 2020



#2 CRAFT TREND



- Looking for authenticity, story behind a brand a product
- Family Legacy / Heritage
- Traditional know-how





A Liqueur Matching the Current Trends

#1 SPICY TREND

- Piment d'Espelette, French chili with AOP/DPO
- 4/10 on Scoville Scale => Warm Heat
- Complex aromas, not only spicy



#2 CRAFT TREND

- Two authentic French know-how: Liqueurist & Producer
- True family legacy and story from both parts
- Small batch production





Giffard Premium Range



Giffard Premium Range was created in 2007 with the launch of five flavors :

- Abricot du Roussillon
- Vanille de Madagascar
- Cassis Noir de Bourgogne
- Ginger of the Indies
- Curaçao Triple Sec

Piment d'Espelette Premium Liqueur will be the tenth addition to the range.

This intentionally short range offers only very high quality liqueurs with either a single origin or a single variety guaranteed, and is always enhanced by an aged spirit and/or some spices. The ABV varies between 18% alc./vol. and 40% alc./vol. This specific range enables bartenders to create signature drinks where the liqueur is at the core of the creation as well as adding a sophisticated twist to classic cocktails.





About Piment d'Espelette

- Get to Know the People -



Vincent Darritchon has been a producer of Espelette peppers for over 25 years and an Espelette pepper lover since his childhood...

He is a passionate man, and loves to talk about his favorite subject with the singing accent of the Basque Country. He appeared in several TV shows and documentaries, he also shares the various stages of pepper development on Instagram and YouTube.

He co-authored the cookbook *Autour du Piment d'Espelette* with a French chef.



“My story with Espelette pepper began in my childhood. As a kid, I observed the grocer of my village, Ustaritz. His precise and meticulous gestures made me think that the red flakes, flowing from the jar onto a sheet of glossy paper, must be precious.”





About Piment d'Espelette

- *Continued* -



Vincent Darritchon runs a human-size farm in Ustaritz – 10 minutes from Espelette – his home village since the late 90s. He hires around 20 employees during the peak season, They all are of course Espelette pepper lovers! Vincent's wife is part of the adventure as well.

They grow and harvest approximately 5,5 tons of Espelette pepper per year, of which a large part is to be ground up and become Espelette pepper powder.


Hard work and passion are key words for Vincent and his team, and the world of gastronomy is particularly sensitive to these values. Vincent Darritchon is an official supplier of Espelette peppers for some of the most prestigious tables and delis such as Plaza Athénée and Fauchon Paris.





About Piment d'Espelette

- A Bit of History -



The Espelette Pepper, or Ezpeletako Biperra in Basque (the regional idiom from Basque Country), is a cultivation that has been flourishing in an exceptional and protected natural environment since the 17th century. Close to the Atlantic Ocean and surrounded by hills, this location is characterised by a microclimate with mild temperatures in summer, significant rainfalls and the well-known “Haize Hegoa” south wind. Similar to a subtropical atmosphere, the bio-climate is conducive to the harmonious growth and development of the Piment d'Espelette.

The first traces of cultivation were found in Mexico around 6000 BC. The cultivation of all kinds of “Capsicum Annuum » (chillies) spread across the globe thanks to the great explorers travels. From 1650 onwards there is evidence of the presence of chillies around Espelette.

At first Piment d'Espelette was cultivated by women, as they saw in it a perfect substitute to black pepper which was too expensive at that time.





What Makes Espelette Peppers So Special?

- *The Pepper* -



- The only French spice with AOP / DPO recognition (which covers only 10 small villages)
- AOP recognition obtained in 2002
- Red conical fruit from 7cm to 14cm (without the stalk), no green coloration
- Also named “the red gold from the Basque Country”
- Only three forms are allowed to be called “Piment d’Espelette AOP”:
 - Fresh, whole
 - Corded
 - Powdered





Scoville Scale

- *Measurement of the Pungency of Chili Peppers* -



10 - EXPLOSIVE	↔	Habanero Pepper – 100 000 + SHU
9 - VOLCANIC	↔	Whole Cayenne Pepper, Tabasco – 50 000 to 100 000 SHU
8 - TORRID	↔	Bird's Eye Chili – 30 000 to 50 000 SHU
7 - BURNING	↔	Chile de Árbol – 30 000 to 50 000 SHU
6 - FIERY	↔	Cayenne Pepper – 5000 to 15 000 SHU
5 - STRONG	↔	Chipotle Pepper – 2500 to 5000 SHU
4 - HOT	↔	Espelette Pepper – 1500 to 2500 SHU
3 - SPICY	↔	Ancho Chile – 1000 to 1500 SHU
2 - WARM	↔	Niora – 500 to 1000 SHU
1 - MILD	↔	Mild Paprika – 100 to 500 SHU
0 - NEUTRAL	↔	Bell Pepper – 0 to 100 SHU

*SHU = Scoville Heat Unit



The Liqueur



Our chile liqueur is made from the maceration of fresh whole Espelette peppers with a hint of aged Rhum agricole from Martinique. This bright yellow straw liquid with copper gold highlights offers an intense spiciness with complex aromas. Smooth and warm notes mingle together with fruity ones to balance the rising bite of capsaicin.

With its complexity and various aromas, our Piment d'Espelette Premium Liqueur can be used as the main spirit in a drink or can be mixed with a wide range of spirits .

Thanks to our well-rounded chile liqueur, the degree of spiciness in the final drink can be perfectly adjusted depending on the quantity of product used.

- 40% alc./vol.
- No preservative
- No added color
- < 200g/L sugar (*lowest rate of the Premium range*)
- Available in 700 ml



Taste & Aroma



TASTING NOTES

COLOR:

Bright straw yellow, intense shine, copper gold reflections

NOSE:

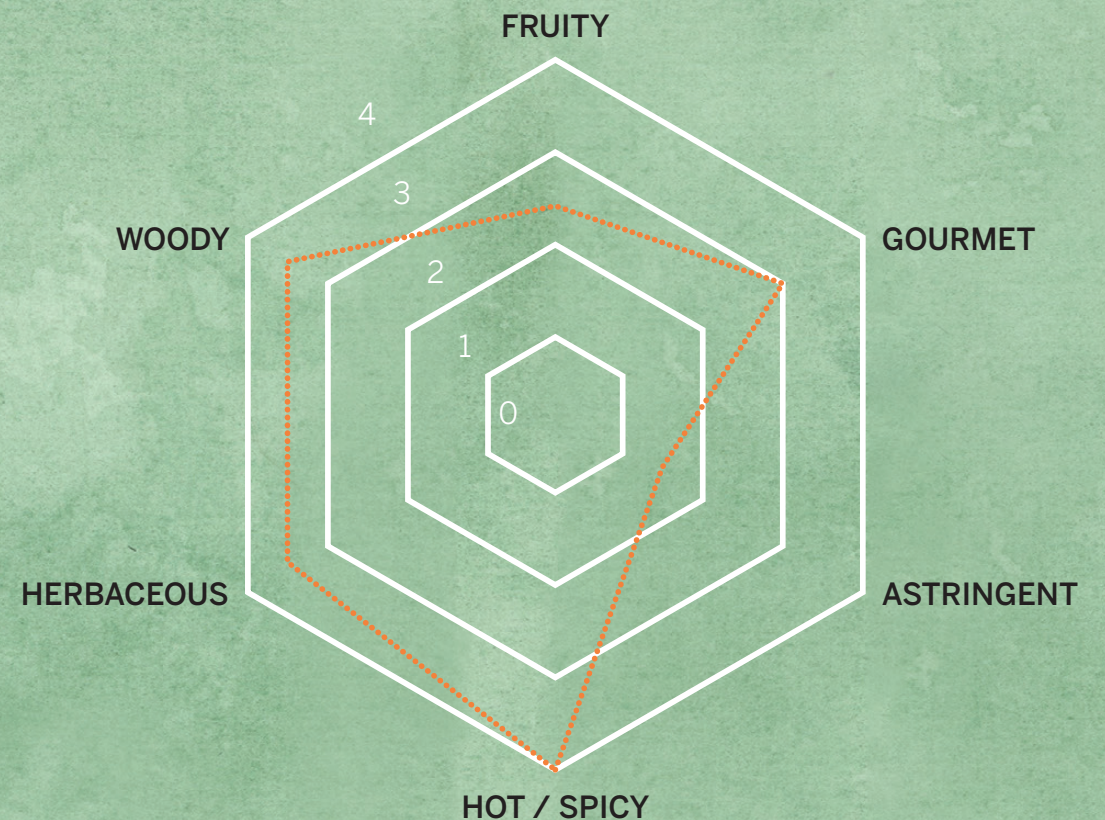
Frank & herbaceous, fresh chili-pepper, freshly cut grass notes, gently warm in the background

TASTE:

Dry attack, assertive chili . Smooth and warm mid-palate (vanilla and sweet spices) with a rising spiciness. Gourmet cocoa finish, persistent spiciness, caramelized and slightly musky aftertaste



AROMATIC PROFILE CHART





Maceration Process



- Whole Espelette peppers - with stalk - are put into neutral alcohol to collect all the aromas, not only heat / spiciness (as with the powder for example)
- We use fresh peppers - not dried - to recover the juice as well as fresh and herbaceous aromas
- A slow maceration: more than 4 weeks
- The infusion is blended with a hint of Aged Rhum Agricole from Martinique: it adds rich and warm notes (caramel, vanilla...)
- After bottling the liqueur needs to rest for about another month to develop all the aromas and roundness





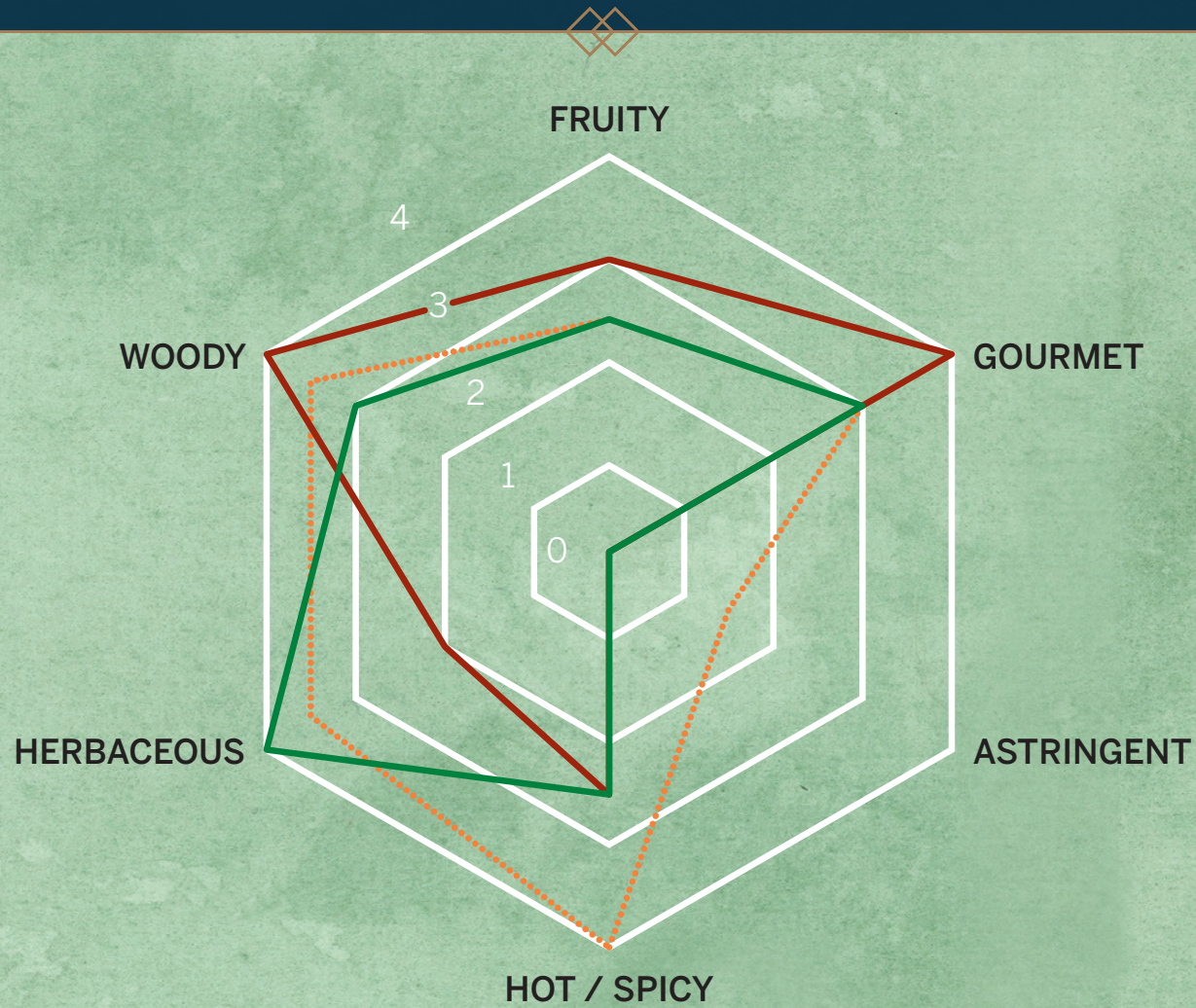
Why Using Our Liqueur in Your Cocktail?



CLASSIC WAYS TO ADD SPICINESS	THE DRAWBACK
TABASCO	<ul style="list-style-type: none">• Strongly linked to Bloody Mary• Strong savoury/vinegar/salty notes
PEPPER POWDER	<ul style="list-style-type: none">• Difficult to measure out• Hardly miscible
HOT CHILI OIL / CHILI PASTE	<ul style="list-style-type: none">• Hardly miscible
BITTER (i.e. firewater tincture from scrappy's bitter)	<ul style="list-style-type: none">• Only to bring shades or top notes, not the main flavour nor character
HOMEMADE PEPPER MACERATION	<ul style="list-style-type: none">• Difficult to keep taste consistent through time• Spiciness degree is hard to control and to replicate• Few aromatic notes



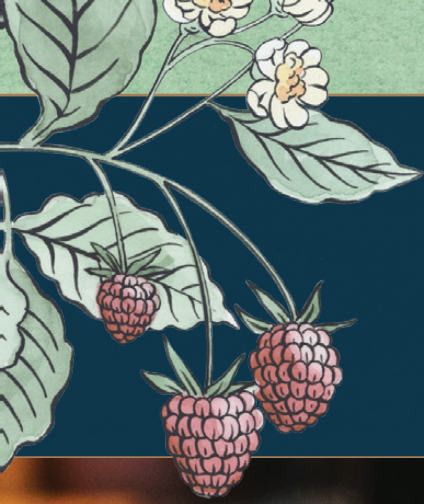
Flavor Comparison



..... Piment d'Espelette Liqueur — Ancho Reyes — Ancho Verde



Signature Drinks



SPICY MARGARITA

2.0 oz. Angelisco Tequila Blanco
1.0 oz. Giffard Piment d'Espelette
.75 oz. Fresh lime juice
.25 oz. Simple syrup

Method:
Shake ingredients together and strain over ice

Garnish:
Salted rim, lime wedge



ESPELETTE OLD-FASHIONED

2.0 oz. Rum-Bar Gold
.75 oz. Giffard Piment d'Espelette
2 dashes mole bitters
Barspoon demerara syrup

Method:
Stir ingredients together in a rocks glass with ice

Garnish:
Orange peel and brandied cherry



PIMENT HIGHBALL

1.5 oz. Agave de Cortés Mezcal
1.0 oz. Giffard Piment d'Espelette
.75 oz. Fresh lemon juice
.25 oz. Agave syrup

Method:
Shake ingredients together and strain over ice

Garnish:
Lemon wedge



DAIQUIRI D'ESPELETTE

1.0 oz. Giffard Piment d'Espelette
1.0 oz. Rhum Clément Canne Bleue
.50 oz. Rum-Bar White Overproof
.75 oz. Fresh lime
.25 oz. Simple syrup

Method:
Shake ingredients together and strain over ice

Garnish:
No garnish necessary