



AVERELL DAMSON PLUM GIN LIQUEUR

- Bright, all-natural gin liqueur made with heirloom Damson Plums.
- A true farm-to-table spirit made with fruit grown by small, family-owned orchards in upstate New York.
- Lends terrific color to cocktails.
- Higher proof and less sweet; excels as a base or as an alternative to citrus in cocktails; recommended in 1 oz portions or higher.
- Mix with ginger beer, in a classic sour or fizz; or for tart fruit and sweet spice in stirred cocktails.



GIN LIQUEUR	
New York	
33% Alc/Vol	
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750 mL	12 x 750
American Gin Company	

Averell is an exceptionally bright liqueur—the fresh-pressed juice of heirloom Damson Plums married to a botanical gin marked by juniper, warm winter spices, bay leaf and ginger. Delicious with seltzer, sparkling wine or ginger beer, in both hot and cold black tea, or on its own, over ice. The history of the Damson dates to the dawn of civilization. Prized by the Romans and Crusaders, its cultivation spread throughout Europe and later to the orchards of North American colonial settlers who appreciated its nervy character: rich, intensely tart and slightly bitter.

ENDANGERED FRUIT

The turn of the twentieth century marked what many consider to be the golden age of fruit and vegetable propagation in the United States—by 1915, over 7,500 new and unique varieties were introduced and also catalogued as watercolors by government-commissioned artists. This progressive era was short-lived as post-war developments in commercial farming and mass distribution forced the majority of these varieties into virtual extinction.

The Damson stands today as an endangered variety from a bygone era, grown in limited quantities by stubborn farmers and one that flutters the heart of a farmer's market passerby.



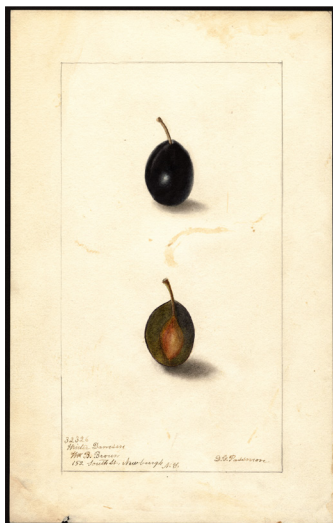
SERVING & MIXING

Averell lends a drying effect to cocktails and offers acidity outside of citrus. Its mid-weight alcohol content

makes it versatile. Try showcasing it in a two-ingredient refresher such as Averell with bitter lemon soda or ginger beer served over ice in a tall glass. Or take it one step further by creating a classic sour with lemon, egg white and club soda. Using Averell in stirred drinks gives dried fruit and sweet spice components, which can be useful with pork, poultry and game birds.

AMERICAN ART

This watercolor depiction of a Damson Plum (left) was painted by Deborah Griscom Passmore, 1904, Newburgh, New York. Passmore became the most prolific of the USDA staff artists, contributing one-fifth of the 7,500 paintings in the Pomological Watercolor Collection.



Above: U.S. farmers market in the early twentieth century, when fruit varieties were more plentiful.

Far left: USDA-commissioned watercolor of a Damson Plum.

Left: Cayuga Cup (recipe below).

Below: Autumn harvest of now-rare Damson Plums from New York State.



Cayuga Cup

2 oz Averell Damson Gin
3 oz ginger ale, lemon soda, orange soda or lime soda
Build in collins glass over ice. Garnish with seasonal fruit, a slice of cucumber, and a lemon wedge.

Count of Mount Kisco

1 oz Averell Damson Gin
1 oz Dolin Dry Vermouth de Chambéry
1 oz Salers Gentian Apéritif
Stir, strain into double rocks glass over ice, garnish with grapefruit peel.

Damson Pisco Sour

Dry shake:
1 oz Averell Damson Gin
1 oz pisco
0.5 oz lime juice
0.5 oz agave nectar
1 egg white
Shake again with ice; strain into a coupe.
Garnish with Chuncho Amargo bitters dropped into the foam and swirled.

Damson Royale

1 oz Averell Damson Gin
0.5 oz lemon juice
Stir, strain into flute, top with 3 oz sparkling wine, garnish with lemon peel.