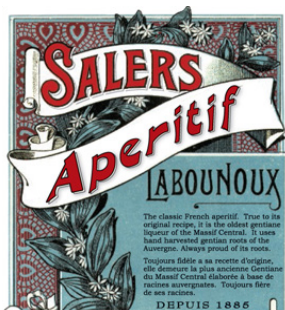


# Salers Gentian Apéritif

FRANCE



One of the most classic French aperitifs is a pour of gentiane liqueur on the rocks with a squeeze of lemon. Salers is the oldest gentian liqueur of the Massif Central, birthplace to this style of product. It distinguishes itself with a pure, firm, rustic earthy profile. Unlike its larger rivals, Salers is less sweet and does not add artificial yellow color, revealing a beautiful natural straw color. Enjoy with ice and lemon, lemonade, in the Blond Negroni with gin and Dolin blanc, or as an earthy base note in a variety of cocktails. With the addition of a pinch of salt, Salers takes on herbal, tequila-like flavors.



APERITIF
LIQUEUR
France
16% Alc/Vol

750 ml | 026757132511

12 x 750 | 1026757132517

## Highlights:

- ✂ Classic French aperitif: bitter, refreshing, complex
- ✂ Vegetal/cut-grass notes; hints of citrus peel, mint and anise
- ✂ Adds earthy, bitter and floral notes to mixed drinks
- ✂ Essential for a Blond Negroni
- ✂ Lightly sweet with all-natural color
- ✂ Oldest gentiane liqueur of the remaining producers



On a summer afternoon Salers is refreshing with San Pellegrino Limonata or other sweetened lemon sodas. The low alcohol, cost and drinkability make this drink perfect for a Happy Hour menu. Don't want to use a commercial soda? Shake up Salers, lemon juice and honey, pour over ice and top with club soda. Salers also loves raspberries—muddle a few with a lemon slice, add Salers, shake, strain and add either soda or sparkling wine. For the Blond Negroni, stir together equal parts Hayman's Old Tom Gin, Salers and Dolin Blanc, or swap in an

agave spirit for the gin. Shake Salers, Cocchi Americano Bianco and lime juice with a pinch of salt for a super-light take on a Margarita.

Salers Gentiane Liqueur is made from the root of *Gentiane lutea*—a wild flowering plant that grows in the Massif Central of France. Its large tuberous roots are bitter and have been used for centuries as an aid to digestion among other cures. Established in 1885, the Salers distillery is the oldest of all the producers of this unique aperitif. It is based in the town of Salers, close by the Puy Marie, the highest mountain in the area and the source of the finest gentian root.



Salers Cobbler

### Salers Cobbler

Muddle in a mixing glass:

- 3 oz Salers Gentian Apéritif
- 8 raspberries
- 2 slices lemon
- 1 tsp sugar

Shake with ice.

Double-strain into a metal cup filled with crushed ice. Garnish with raspberries, mint, and lemon slices.

### Basil South Side

Shake with ice:

- 1 oz blanco tequila
- 1 oz Salers Gentian Apéritif
- 1 oz lime juice
- 6 basil leaves

Strain into a coupe.

Garnish with lime wheel and basil leaf.

### Blond Negroni

Stir with ice:

- 1 oz Hayman's London Dry Gin
- 1 oz Dolin Blanc Vermouth de Chambéry
- 1 oz Salers Gentian Apéritif

Strain into a double rocks glass filled with ice.

Garnish with grapefruit peel.

### Mountain Daisy

Shake with ice:

- 2 oz Salers Gentian Apéritif
- 1 oz Cocchi Americano Bianco
- 1 oz lime juice
- 1 pinch salt

Strain into a coupe.