



PHOTO BY TIMON STÜDLER ON UNSPLASH

LA FÉE

THE DISCOVERY

In 1998, George Rowley discovered absinthe while living in the Czech Republic. At the time, absinthe was a near forgotten relic and was only available in a few Bohemian bars.

Inspired by his experience, George and his company Bohemia Beer House Ltd (now BBH Spirits) took on the task of setting the legal precedent for absinthe, opening the international absinthe market today.

After soon discovering the UK never imposed a ban on absinthe, working alongside Trading Standards, George was able to secure permission to import due to the creation of a document called EU Council Directive 88/388/EEC. Creating this watershed document set the legal precedent for all future absinthe in Europe and the international market which now includes the United States.

George Rowley held his UK launch in London on November 1998, the product being a modern Czech absinthe, absinthe spelled without the 'e', and introducing to the market the now popular modern 'sugar and burn' ritual.

In May 1999, the campaign to source a genuine pre-ban absinthe and restart distilling in France began when George contacted Marie-Claude Delahaye, world-renowned expert and historian on the category.

THE RESURRECTION

While reviewing the terms of the 1915 French ban, it was discovered that the French had prohibited the selling of absinthe in France, but not the distillation of it.

This would signal the rebirth of traditional French absinthe, distilled with Grand

Wormwood (*Artemisia absinthium*). All this pioneering work was carried out by George and Marie-Claude at the Paris distillery, leading up to the introduction of the first traditionally distilled absinthe in France, La Fée Absinthe Parisienne.

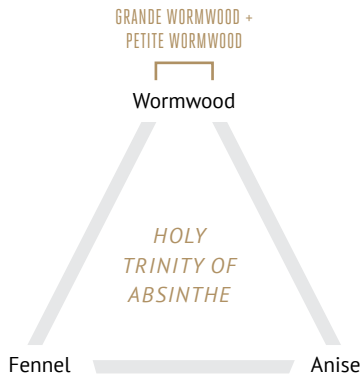
After a year of investigation, research and development, the very first order of La Fée Absinthe Parisienne was placed on May 1, 2000.

The iconic eye motif has made La Fée the benchmark brand within the surging absinthe category.



THE HOLY TRINITY

IN THE FOOTSTEPS OF HISTORICAL ABSINTHE DISTILLATION, ALL LA FÉE PRODUCTS USE THE HOLY TRINITY OF ABSINTHE:

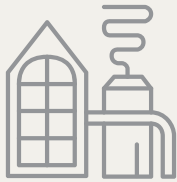


"LA FÉE CAPTURES THE AROMAS AND TASTE THAT GREAT WRITERS AND ARTISTS SUCH AS RIMBAUD, TOULOUSE-LAUTREC, AND VINCENT VAN GOGH ENJOYED AT THE END OF THE 19TH CENTURY"

—Marie-Claude Delahaye, Absinthe Historian
ENDORSED BY MUSÉE DE L'ABSINTHE

The La Fée product line is distilled at Cherry-Rocher Distillery in Rhône-Alpes utilizing stills dating from 1833.

19TH CENTURY ABSINTHE RECIPE



PRODUCTION PROCESS

SEPARATELY DISTILLED IN A COPPER POT STILL

Sugar Beet Alcohol + Green Anise, Star Anise, Grand Wormwood, Petite Wormwood, G n pi Hyssop¹, Coriander, Fennel Seed

+

Master Blender

=

19th Century La F e Absinthe Base

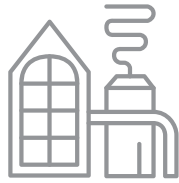
¹ Torinese alpine herb



LEFT Caf  Table with Absinthe by Vincent van Gogh via Wikimedia Commons

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BOTTOM Absinthe by tazphotos is licensed under CC BY-SA 2.0



PRODUCTION PROCESS

19th Century La Fée Absinthe Base¹ + Secret Green-Colored Botanicals + Sugar Beet Alcohol + 6 to 8 Weeks = La Fée Absinthe Parisienne

La Fée Absinthe Parisienne Superieure

- › Well-rounded, naturally colored Absinthe; true to it's roots
- › The natural color from chlorophyll extraction is protected by the unique UV resistant bottle.

68%
ALC / VOL

TASTING NOTES

- › Slight liquorice with aniseed aroma lingers
- › Notes of coriander and fennel
- › Fresh and rounded with anise backed by angelica and mint
- › Long, well-rounded finish

50mL, 750mL
BOTTLE SIZE

SERVING RECOMMENDATIONS

- › Traditional serve as shown below

AWARDS

- › **ENDORSED** By Musée de l'Absinthe
- › **GOLD** WSWA 2019
- › ★★★★★ **EXCEPTIONAL** Difford's Guide 2016
- › **GOLD** The Spirits Business, 2012, 2014
- › **MASTER EXCLUSIVE TRAVEL RETAIL SPIRIT** The Spirits Business 2013
- › **ABSINTHE GRAND MASTER** The Spirits Business 2011, 2012

LA FÉE ABSINTHE PARISIENNE IS THE **FIRST** TRADITIONAL ABSINTHE DISTILLED IN FRANCE SINCE THE 1915 BAN.

THIRD DEGREE

- 2 oz Spirit of Hven Navy Strength Gin
- ½ oz Drapò Dry Vermouth
- ¼ tsp La Fée Parisienne Absinthe

Shake ingredients with ice
Strain into a chilled margarita glass
Garnish with a twist of lemon



1 oz La Fée Absinthe Parisienne



Place the spoon on top of glass with a sugar cube



Pour 3-5oz iced water very slowly over the sugar until desired dilution



Gently stir with spoon and serve

¹ See Page 31 for the 19th Century La Fée Absinthe Base formula

"LA FÉE ABSINTHE BLANCHE IS A FINE EXAMPLE OF THIS CLASSIC CLEAR ABSINTHE, COMMONLY DISTILLED PRE-BAN IN BOTH FRANCE AND SWITZERLAND WHERE IT WAS NAMED LA BLEUE"

—Marie-Claude Delahaye, Absinthe Historian



PRODUCTION PROCESS

19th Century La Fée Absinthe Base¹

+

INDIVIDUALLY DISTILLED

3 Secret Botanicals

+

Filtration

=

Soft, Rounded, and Clear Absinthe

La Fée Absinthe Blanche

- › The classic Blanche (clear) absinthe, displays a more pronounced fennel character, with less anise.
- › No sugar is required for the traditional serve, as Blanche has a naturally softer, sweeter character.

TASTING NOTES

- › Fresh, clean anise with fennel and liquorice aroma
- › Pronounced anise is subdued on the palate with a green, herbal influence
- › Numbing anise with a refreshing mouthfeel finish

SERVING RECOMMENDATIONS

- › 2 parts water : 1 part La Fée Blanche as shown below

AWARDS

- › **ENDORSED** *By Musée de l’Absinthe*
- › **★★★★☆ 4.5 STARS RECOMMENDED** *Difford’s Guide, 2016*
- › **MASTER FOLIO DESIGN** *The Spirits Business, 2011, 2012*
- › **MASTER DISTILLATE** *The Spirits Business, 2013*
- › **MÉDAILLE D’ARGENT** *Absinthiades Pontarlier, 2014*
- › **GOLD** *The Spirits Business, 2014*
- › **GOLD** *San Francisco World Spirits Competition, 2014*

53%

ALC / VOL

50mL, 750mL

BOTTLE SIZE



DEATH IN THE AFTERNOON

1 ½ oz La Fée Blanche Absinthe
5 oz Sparkling Wine

*Pour La Fée Blanche Absinthe in a champagne flute
Top with chilled Sparkling Wine*



1 part La Fée Absinthe
Blanche



2 parts water



Stir and enjoy

¹ See Page 31 for the 19th Century La Fée Absinthe Base formula



Multi-Grain Base Alcohol +
Star Anise + Fennel + Vanilla
+ Cocoa + Secret Herbs

ARTEMISIA ABSINTHIUM
+ Grande
Wormwood

COPPER POT STILL
+ Distillation

= Complex,
Savory-Sweet
Absinthe Verte

PRODUCTION PROCESS



NV Absinthe Verte

MODERN,
MIXABLE,
AFFORDABLE

TASTING NOTES

- › Complex aroma of sweet anise and vanilla
- › Creamy cocoa notes with hint of lemon zest
- › Well-balanced finish of fennel and mint

SERVING RECOMMENDATIONS

- › Neat
- › On the rocks
- › Chilled to achieve the famous absinthe louche (cloudy)

AWARDS

- › **FRANCE ABSINTHE OF THE YEAR** Berlin Int'l Spirits Competition 2017
- › **GOLD** Berlin Int'l Spirits Competition 2017
- › **GOLD** San Francisco World Spirits Competition 2010
- › **★★★★ RECOMMENDED** Difford's Guide 2016

38%
ALC / VOL

750mL
BOTTLE SIZE

MO-JITO WITH ENVY

¾ oz NV Absinthe Verte
5 oz Lemon soda
½ Lime, juiced
6 Mint leaves

Squeeze the juice of half a fresh lime into a highball glass

Add 3 mint leaves, muddle

Pour in NV Absinthe Verte

Add ice and stir

Top with lemon soda

Garnish with lime wedge and mint leaves

A MODERN TWIST ON FRENCH ABSINTHE:

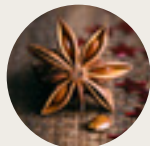
TRADITIONAL



Grand Wormwood: the absinthe plant, famous for its historic medicinal and ritualistic use



Fennel seed helps the flavors combine



Star anise gives warm liquorice character and completes the 'Holy Trinity' of absinthe ingredients

MODERN



Cocoa brings delicious chocolate flavor to enhance the absinthe experience



Vanilla adds exotic aromatic sweetness