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RNDC INTRODUCES GENUINE SWISS ABSINTHE KÜBLER

The Blackmint Distillery and Altamar Brands, LLC have partnered to bring the first authentic Swiss Absinthe to the United States market in nearly 100 years. The brand, Absinthe Kübler, is produced in Motiers, Switzerland and the Kübler family has produced absinthe in Val-de-Travers, beginning in 1875. This is the original birthplace of the great absinthes made famous in the highest art and literary circles during the Belle Époque in the 1880s. It takes its name from Yves Kübler, who now carries the tradition of distilling genuine absinthe under his family's name into its fourth generation.

Absinthe has a rich and colorful history. Invented in the Val-de-Travers in Switzerland in 1740 by a Swiss doctor for his patients, it was quickly adopted by the bohemian set in France as a replacement for the wine that was in extremely short supply. Baudelaire, Manet, Van Gogh, Degas, Toulouse-Lautrec, Picasso, Oscar Wilde and later Hemingway were all absinthe enthusiasts who celebrated absinthe as a drink that heightened the senses and aided their creativity. Although there was no scientific basis in absinthe's rumored effects, a legend was born. Many adopted it and its popularity carried absinthe across the Atlantic to the United States where it took root in New Orleans and achieved similar success. Known to legions by its nickname, "La Fée Verte," or "The Green Fairy," absinthe was ultimately done in by its own popularity. Numerous cheap imitations came on the market; these adulterated products became a health hazard to consumers, and both the Swiss and U.S. governments ultimately banned it.

In 2004, the Swiss government overturned the ban and Yves Kübler went back into business producing his great grandfather's original formula. At precisely the same time, he and his Export Director, Peter Karl, set their sights on the United States, and after many years of negotiations and thousands of hours of work, convinced the US government to allow the legal sale of authentic Absinthe Kübler in this country. "Dispelling the myths of absinthe was not an easy proposition," says Karl, "but in the end science prevailed and with the U.S. authorities' approval, we are able to bring our original formula to American consumers."

"Swiss Absinthe Supérieure Kübler" is



RNDC's Rob Richardson and Lyons Brown and Patricia Vasconcelos of Altamar Brands LLC present Swiss Absinthe Supérieure Kübler

liquor distilled with herbs grown in the Val-de-Travers. *Artemisia Absinthium* (more commonly known as wormwood) is the primary ingredient in a formula that also includes coriander, mint, anise and fennel among other herbs and botanicals.

The appearance is of a clear white liquid without any artificial coloring that clouds up strongly and develops the typical creamy bluish-white "louche" effect of an authentic "Swiss la Bleue" when cold water is added.

The nose is extremely clean, with a pleasant and slightly sweet odor of anise, fennel and a little star anise. Refreshing and well-balanced, with anise and herbal notes of *Artemisia absinthium*, mint, lemon balm, coriander and hyssop. The 106 proof alcohol is remarkably pure.

The taste is of perfectly made licorice with the bitterness of quality wormwood stimulating tongue and palate. Pleasant sweetness from fennel and anise. Well balanced without any overtones. No spinach taste of chlorophyll colorants. Long lasting, with all the nuances of the distilled herbs, plants and spices. Truly authentic Absinthe.

Altamar Brands, LLC is sole importer for the United States and will determine marketing and sales strategies for the Kübler brand. "The opportunity to sell the first authentic Swiss Absinthe in this country in nearly 100 years speaks for itself," says W. L. Lyons Brown, Altamar's CEO. "It represents the rebirth of a great category and a great product and we are privileged to be able to represent a brand at the center of the birthplace of absinthe."

Lyons Brown and Absinthe Kübler Brand Manager Patricia Vasconcelos brought Absinthe Kübler to the Republic National Distributing Company offices for a kickoff meeting in March. Brown, a veteran of the spirits industry, and Vasconcelos demonstrated the "table theatre" that surrounds the mystique of absinthe with the use of the famed absinthe fountain, which slowly drips ice-cold water into the glass of absinthe to create the louche. One may also slowly drip water over a sugar cube held in a specially-slotted spoon into the glass.

A recent absinthe comparison at gourmet food site, www.Epicurious.com, rated Absinthe Kübler thusly:

Color	4.14
Louche	4.28
Aroma	2.86
Flavor	4.00
Finish	4.86
Overall	3.50
Total	23.64 (out of 30)

Conclusion: "Kubler was a real winner in most tasters' eyes, with most rating it crisp, clean and refreshing. And as one of the less pricey absinthes on liquor-store shelves, it may be the best bargain in the U.S. market." (Kubler is sold only in liters, at a suggested retail price of \$49.99, significantly less than competitors' 750ml bottle cost.)

POS materials include logoed spoons, fountains, recipe brochures and more. For more information on Absinthe Kübler, please contact your RNDC sales representative or visit www.kublerabsinthe.com

