

PATAKA FAIRTRADE GINGER LIQUEUR

Pataka

GOLD – The Spirit Business, The Liqueur Masters 2018

BRAND OVERVIEW

Pataka captures the **authentic taste** and sensation of ginger. Made with ginger root sourced exclusively from its native lands, it is an exotic elixir packed with the fiery, fresh flavour that all ginger-philes crave. Blended by artisan distillers for a **perfectly balanced** taste and texture, it is the ideal choice for any mixologist who wants to turn up the heat on their creations.

A REAL FIRECRACKER.

Ginger inspires passion like no other ingredient. You could call it piquant or aromatic, fiery or fresh, earthy, addictive or simply scrumptious. By selecting the finest roots and macerating them with care and expertise, we ensure that Pataka perfectly captures this **exotic flavor profile**. And because we are so sure it will give your cocktails an explosively vibrant kick, we even named it after the **Punjabi word for “firecracker!”**

ETHICAL TO THE CORE, WITH FRENCH SAVOIR-FAIRE.

Pataka is produced by Ethical Wine & Spirits, a brand committed to Fair Trade and with innovation and **sustainability** at its core. By operating independently and employing the **finest traditions** of French liqueur-making, Ethical Wine & Spirits blend the finest virtues of past and present.

WE GO BACK TO THE ROOTS.

Because Pataka is a liqueur for the purist, we use the most carefully and responsibly sourced ingredients. We export **fairtrade ginger root** from the Indian subcontinent of its origin. We are also strictly committed to using Fairtrade cane sugar. But most important is what we don't put in: Pataka contains **no extra flavorings**, no other spices, nothing but ginger. **It's the root, the whole root and nothing but the root.**



FIERY + FRESH. SPICY + SMOOTH.
The essence of ginger root in a bottle.

PRODUCT OVERVIEW

TASTING NOTES

- Fiery, fresh ginger essence with a kick

SERVING RECOMMENDATIONS

- Serve in a cocktail for a vibrant addition

THE GINGER MARTINI

1 ½ oz Pataka Ginger Liqueur
1 ½ oz Spirit of Hven Vodka
Splash Fresh Lemon Juice
Candied Ginger
Ice

*Shake with ice; strain into a martini glass
Garnish with candied ginger*

PRODUCTION PROCESS

MACERATED X 3 DAYS

Whole Fairtrade Sri Lanka Ginger Root + Infused with Wheat Alcohol

+ Fairtrade Sugarcane

+ Water

= Intense and Spicy Ginger Liqueur

1L
750mL
50mL
35%
ALC/VOL
BOTTLE



ORIGIN

PRICE



PERQUIE
AQUITAINE
FRANCE

