



IZARRA JAUNE LIQUEUR

Pagès Vedrenne

95 POINTS, *Wine Enthusiast* 2024

BRAND OVERVIEW

The word “liqueur” comes from the Latin word “Liquifacere”, meaning “to make liquid”. In the late 1800’s and early 1900’s, herbs, spices, and fruit were chosen essentially for their medicinal purposes. Such concoctions were first labeled as elixirs, balms, crèmes, or oils and sold in markets or by roving merchants. The concoctions were not initially produced for consumers’ drinking pleasure, but rather to cure illnesses. Over the centuries, the elixirs were sweetened and prepared in a way that made them more palatable. Upon becoming more enjoyable, these elixirs set the premise for the world of liqueurs.

In 1906 Joseph Grattau gathered many years of research to create Izarra, which became anchored in the Basque country and incorporated as part of its culture.

Izarra Jaune Liqueur uses a proprietary blend of botanicals, which are first distilled in a copper still. Only the heart of this simple spirit is retained, then blended with a matured mixture of walnut husk and prunes in neutral pure spirit. Armagnac is then added to the final blend with a touch of local, Basque honey.



IZARRA TRANSLATES TO “STAR” IN BASQUE

PRODUCT OVERVIEW

TASTING NOTES

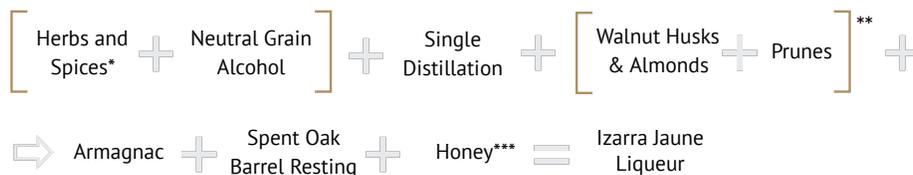
- Rich, vegetal nose with cinnamon and coriander scent
- Spicy and vegetal notes of anise and lemon, combined with honey
- Subtle woody character from a period of oak barrel aging

SERVING RECOMMENDATIONS

- Izarra shines at any preference from neat to on ice or kept in the freezer
- Makes a lovely tonic by replacing gin
- Works well as a base for a sour

NOTE: Does contain walnuts and almonds

PRODUCTION PROCESS



40% ALC/VOL 700mL BOTTLE

* Proprietary blend of herbs and spices
** Macerated for several months separately
*** Sourced from Basque Region of France



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



HENDAYE
FRANCE



FULL PRODUCT LINE

