



IZARRA VERTE LIQUEUR

Pagès Vedrenne

94 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 Verte Liqueur uses a propriety bland of botanicals which are first distilled in a copper still. Armagnac is then added to the final blend with a touch of sugar. Only the heart of this simple spirit is retained, then blended with a matured mixture of walnut husk and prunes in neutral pure spirit.



IZARRA TRANSLATES TO “STAR” IN BASQUE

PRODUCT OVERVIEW

TASTING NOTES

- Variety of botanicals highlighting peppermint, almonds, walnuts, and celery, as well as acacia honey
- Scents of menthols and camphor paired with a hint of spice

SERVING RECOMMENDATIONS

- Izarra shines at any preference from neat to on ice or kept in the freezer
- Works well in a Last Word or a Basque Mojito

NOTE: Does contain walnuts and celery

PRODUCTION PROCESS



* Proprietary blend of herbs and spices
** Macerated for several months separately

40%
ALC/VOL
700mL
BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



HENDAYE
FRANCE



FULL PRODUCT LINE

