



# VERVEINE DU VELAY EXTRA LIQUEUR

Pagès

## BRAND OVERVIEW

Verveine du Velay liqueur is emblematic of herbal liqueurs, founded in 1859 by herbalist Joseph Rumillet-Charretier in Le-Puy-en-Velay; set in the Auvergne-Rhône Alpes region of south-central France. The elixir is a harmonious union of local verbena, plants, spices, and aromatic herbs. The lemon verbena is planted in June, harvested before the first winter chill, dried, and hand stripped to preserve the aromas. From start to finish, the process takes just over 18 months to create the beloved liqueur.

Verveine du Velay Extra is a high quality expression of the meticulous selection of plants. The color and variance come from the addition of Cognac, giving it a beautiful amber color and richer body.

### ORGANIC & SUSTAINABILITY

Beginning in 2021, the distillery has been engaged in an organic farming planting process. The 2024 harvest will be 100% certified Organic Agriculture.

Post distillation, the plant residues are collected and returned to the garden to be used as compost.

There is a high focus on limiting energy consumption and therefore the stills only operate in spring and fall – April to June and September to November.



## PRODUCT OVERVIEW

### TASTING NOTES

- Nose of stewed fruits
- Sweet spice flavors
- Finishes with a fine and delicate herbal touch

### SERVING RECOMMENDATIONS

- Traditionally served as a digestif, at room temperature
- Adds an interesting herbal element as a replacement for cognac in cocktails, such as a Vieux Carré or Sidecar

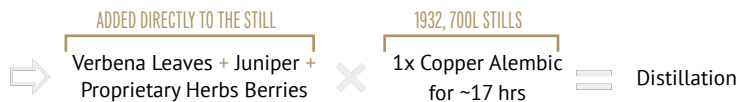
## PRODUCTION PROCESS

DISTILLERY GROWN, HARVESTED, & DRIED



VARIES PER SKU TO PROVIDE DIFFERENTIATION

9 mo Maceration in Neutral Alcohol + Filtration = Maceration



40% ALC/VOL 700mL BOTTLE



SKU

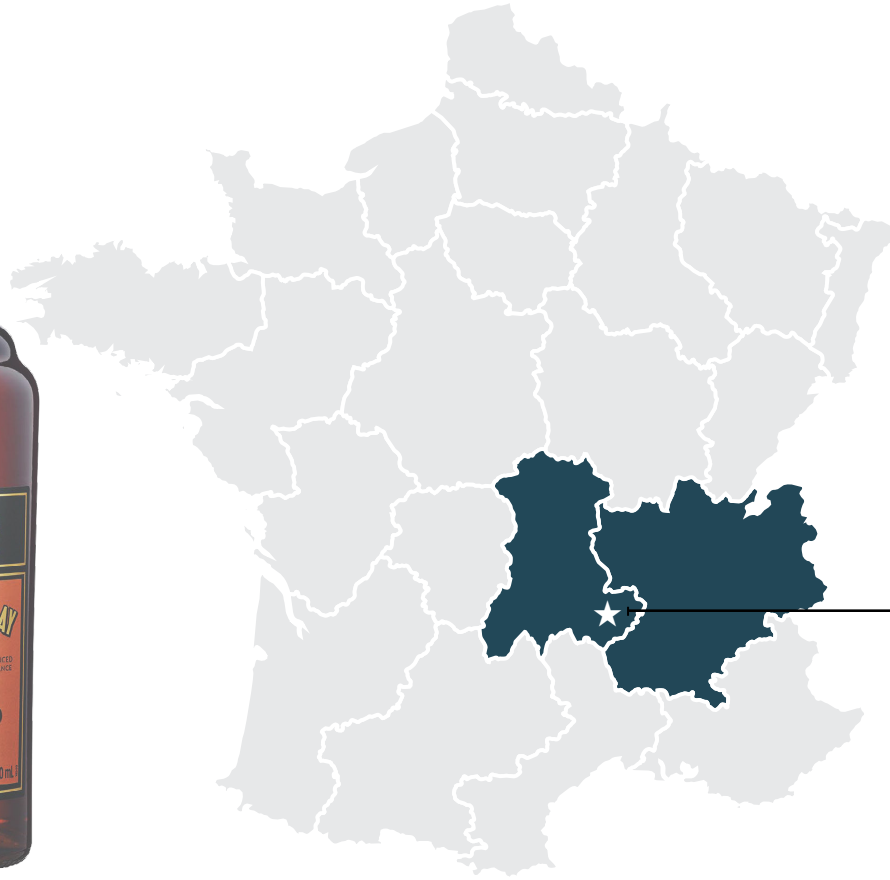
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



**LE PUY-EN-VELAY**  
**AUVERGNE-RHÔNE-ALPES**  
**FRANCE**

## FULL PRODUCT LINE

