



# VERVEINE DU VELAY JAUNE (YELLOW) 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 Jaune is a high quality expression of the meticulous selection of plants. The color and variance comes from the particular blend of spices and aromatic herbs plus the addition of honey, giving a brilliant yellow color.

### 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: Floral Bouquet and fresh honey
- Palate: Warm, deep flavors, soft on the palate
- Slight floral flavors mixed with dried plants
- Notes of Amber; woody yet elegant and sweet spices

### SERVING RECOMMENDATIONS

- Traditionally served as a digestif, at room temperature
- Elegant in a cocktail with cognac and red vermouth
- Compliments rye whiskey
- Pairs well with aged spirits

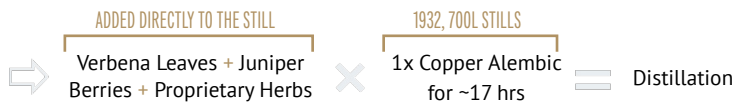
## PRODUCTION PROCESS

DISTILLERY GROWN, HARVESTED, & DRIED



VARIES PER SKU TO PROVIDE DIFFERENTIATION

9 mo Maceration in Neutral Alcohol + Filtration = Maceration



40%  
ALC/VOL

700mL  
BOTTLE



SKU

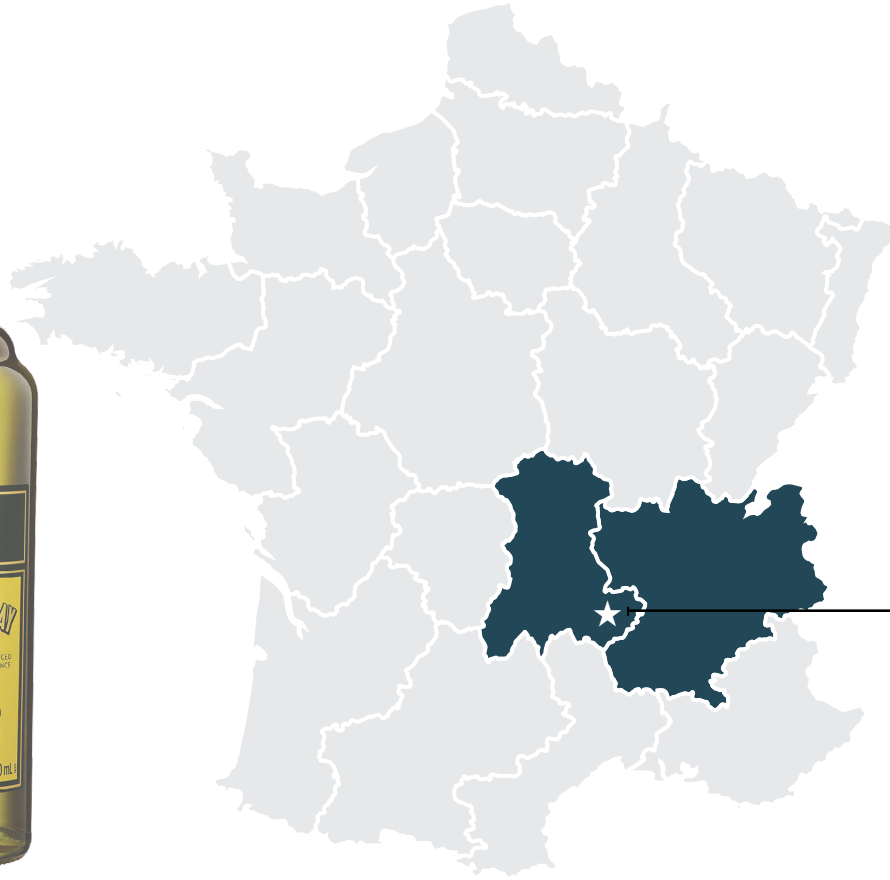
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



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

## FULL PRODUCT LINE

