



VERVEINE DU VELAY VERTE (GREEN) LIQUEUR

Pagès

Best of Category, Herbal Liqueur -
New Orleans Spirits Competition 2025

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 Verte is a high quality expression of the meticulous selection of plants. The color and variance come from the harmonious union of local verbena picked from the distillery's own fields, giving it a beautiful emerald 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: Herbal notes of lemon verbena, juniper, and nutmeg
- Palate: Powerful and aromatic, with a refreshing finish

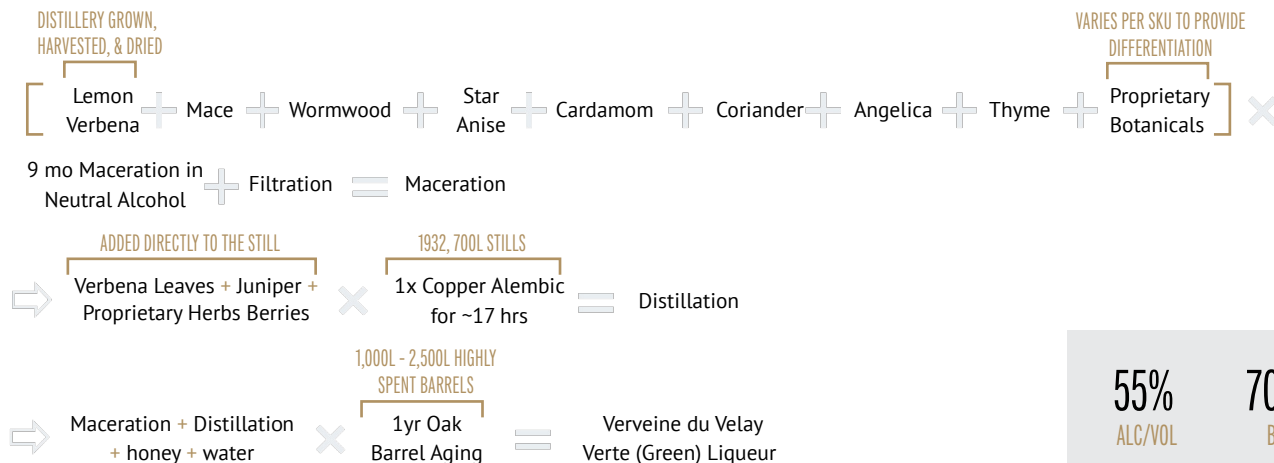


SERVING RECOMMENDATIONS

- Traditionally served as a digestif, at room temperature
- Pairs well with lime and ginger beer
- As a sour using gin as a base
- Compliments mint and cream in cocktails
- A refreshing spritz
- Adds character to a mojito



PRODUCTION PROCESS



SKU

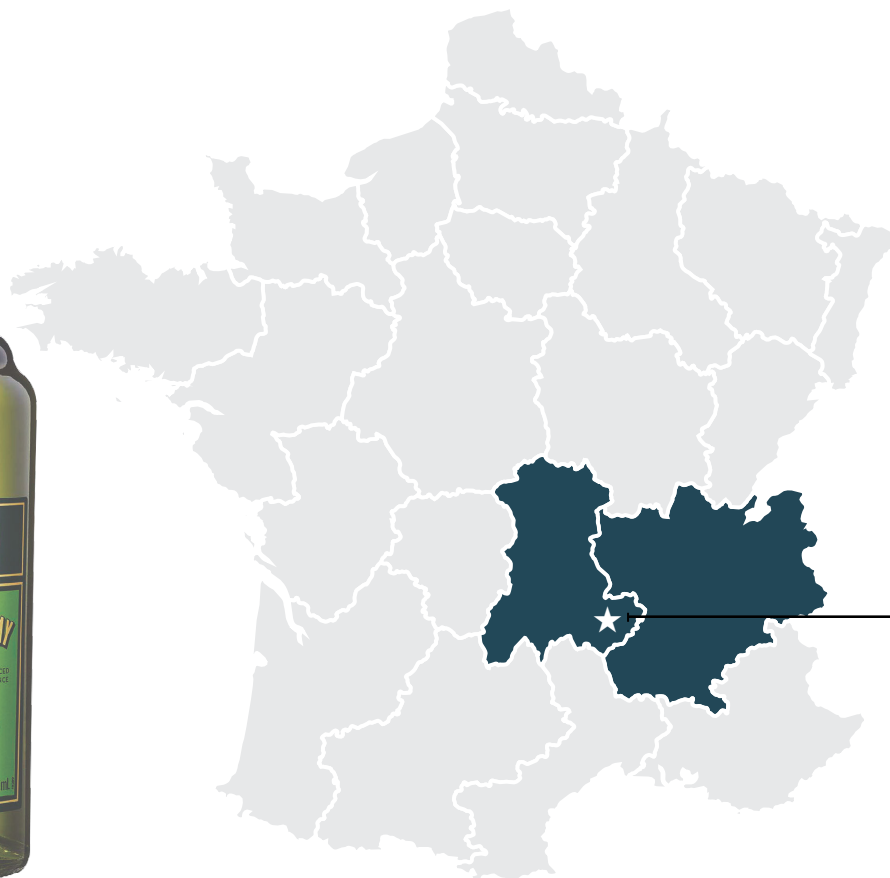
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



LE PUY-EN-VELAY
Auvergne-Rhône-Alpes
France

FULL PRODUCT LINE

