



VERVEINE DU VELAY VERTE LIQUEUR

Pagès

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 lemongrass 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.

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

DISTILLERY GROWN,
HARVESTED, & DRIED

Lemon Verbena + Mace + Wormwood + Star Anise + Cardamom + Coriander + Angelica + Thyme + Proprietary Botanicals

VARIES PER SKU TO
PROVIDE DIFFERENTIATION

9mo Maceration in Neutral Alcohol + Filtration = Maceration

ADDED DIRECTLY TO THE STILL
Verbena Leaves + Juniper Berries + Proprietary Herbs
1932, 700L STILLS
1x Copper Alembic for ~17 hrs
= Distillation

1,000L - 2,500L HIGHLY SPENT BARRELS
Maceration + Distillation + honey + water
1yr Oak Barrel Aging
= Verveine du Velay Verte Liqueur

55%
ALC/VOL

700mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



Auvergne-Rhône-Alpes
France

FULL PRODUCT LINE

