



PAMPLEMOUSSE PINK GRAPEFRUIT LIQUEUR

Pairidaēza [pair·ih·duh·ee·zuh]

BRAND OVERVIEW

Throughout ancient cultures, the idea of a hidden paradise in plain sight gave way to legends of extravagance lost to time. Bringing the past to life became a priority, as was the ability to fashion one's own version of a local utopia. The idea of connecting past levels of luxury unknown to our current expectations has become more in fashion with ever-changing modernity.

Pairidaēza has taken lost recipes for commonly used liqueurs popular in past eras. A contemporary approach by updating past forms to fit the elegance of the modern cocktailing needs. The ever-changing palate of modern society has left behind old recipes from Harry Craddock of *The Savoy*, which includes use of early forms of grapefruit elements in

liqueurs, such as in Forbidden Fruit and Campari. Grapefruit was especially popular in liqueur form surrounding the Prohibition Era. This all natural liqueur rescues the decadence of a forgotten modifier.

Pairidaēza Pamplemousse Pink Grapefruit Liqueur perfectly captures the bitter and slightly sweet essence of the fruit. Pink grapefruit is a more complex and acidic variety of grapefruit versus its red counterpart, imparting more flavor and additional sour and bitter elements. There is a balanced sweetness in the liqueur that lends well to cocktail making and is intended to be that perfect addition to your cocktail in paradise.



WHAT'S YOUR PARADISE?

Versatility and experience can blend past with future to provide a clearer picture to ones personal paradise

PRODUCT OVERVIEW

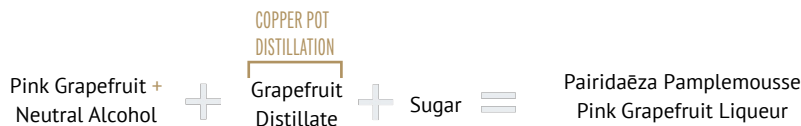
TASTING NOTES

- White floral aromas with a strong fresh grapefruit scent
- Surprisingly fresh and juicy with a balanced tanginess and slight sweet, ripe fruit flavors
- Crisp acidity allows the citrus flavor to linger on the palate

SERVING RECOMMENDATIONS

- Elevates gin, tequila, and vodka cocktails
- Acidity and forward fruit flavor provide a refreshing spritz
- Beautiful in a Paloma
- Pairs well with Bourbon for a summer cocktail; add a little soda water and lemon

PRODUCTION PROCESS



15%
ALC/VOL

700mL
BOTTLE

SKU

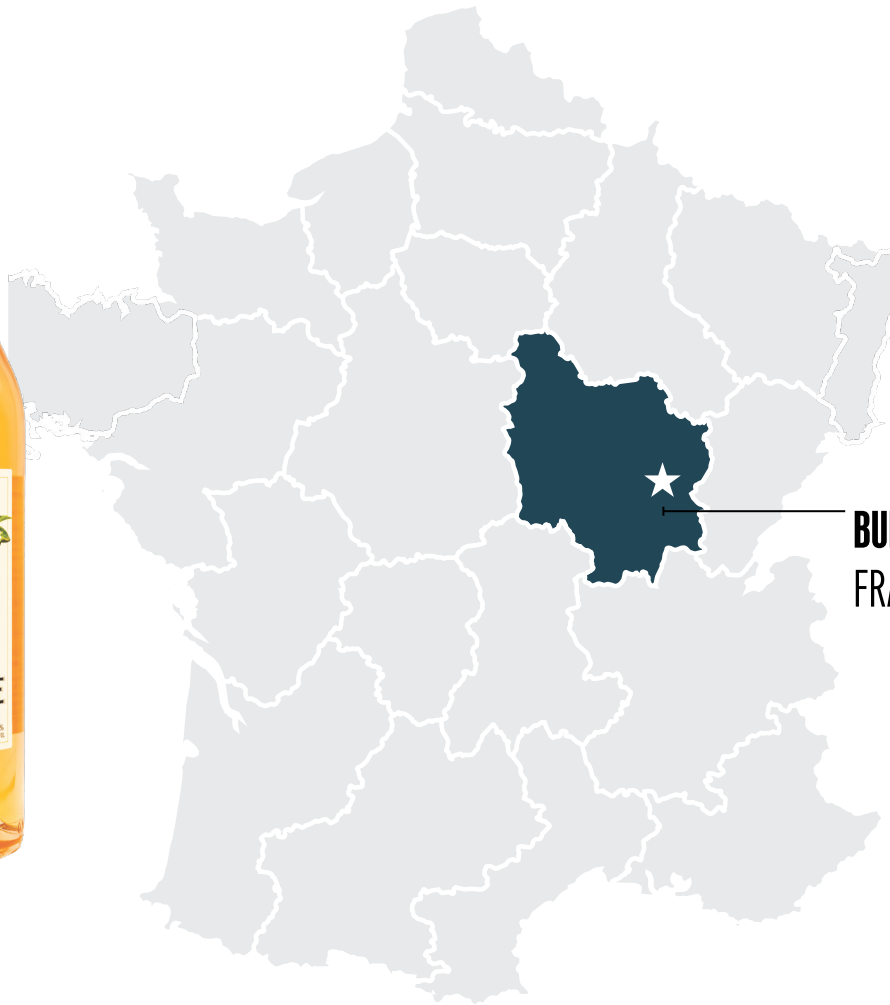
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



**BURGUNDY
FRANCE**

FULL PRODUCT LINE

