

CRÈME DE CASSIS LIQUEUR

Pairidaēza [pair•ih•duh•ee•zuh]

BRAND OVERVIEW

Pairidaēza translates to “an enclosed garden” in Persian. This imagery embodies Pairidaēza’s ideology of creating your own paradise. Persian Gardens are said to evoke a sense of security behind walls filled with enchanted imagery. 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.

Crème de Cassis is known for its intense blackcurrant flavor with a well-balanced sweetness. The liqueur provides a slightly tart aroma complimented by the rich, deep purple color. Crème de Cassis has versatility to be enjoyed on the rocks or as an additive to spruce up a cocktail with its velvety texture.

Products based on the ideology of lush imagery, a step back-in-time, propelling into one’s aura; 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 one’s personal paradise.

PRODUCT OVERVIEW

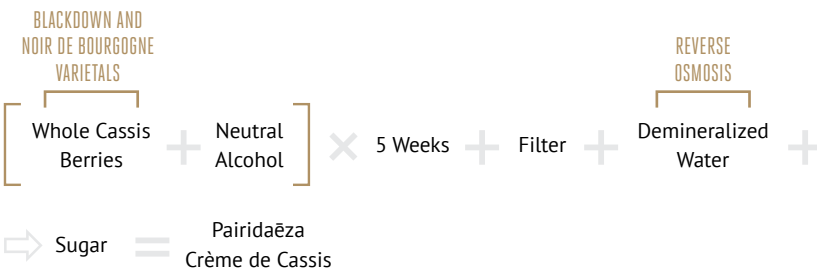
🌿 TASTING NOTES

- Rich, dark berry flavor
- Balance of tannins with bright acidity and a slightly tart character

🍹 SERVING RECOMMENDATIONS

- Over ice
- The perfect Crème de Cassis base for a Kir
- Great as a flavor addition for classic cocktails such as a mojito, margarita, or martini

★ PRODUCTION PROCESS



15%
ALC/VOL

700mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



**BURGANDY
FRANCE**

FULL PRODUCT LINE

