



SENIOR & CO.
SINCE 1896

SENIOR'S GENUINE CLEAR CURAÇAO TRIPLE SEC

Senior & Co.

It was common in the 19th century for pharmacists to create botanical tinctures and tonics to aid digestion or cure other maladies. Likewise, Curaçao business partners Haim Mendes Chumaceiro and Edgar Senior, operated a drugstore called Botika Excelsior where they sold Senior's Curaçao Tonic based on a family recipe. In 1896, Senior and Chumaceiro formed Senior & Co. and changed the name of their tonic to Senior's Curaçao Liqueur, to highlight its sweet profile.

When Chumaceiro died, the recipe for the liqueur went to his widow and she continued to make modest quantities of the curaçao at her home. In 1945, Senior & Co. purchased the curaçao recipe from Chumaceiro's widow producing it on a commercial scale. Today, the descendants of Edgar Senior and Mendes Chumaceiro are still partial owners of Senior & Co. and their distillery, in the historic Landhuis Chobolobo mansion, welcomes around 140,000 visitors a year.

Senior & Co. offers premium, authentic liqueurs crafted with the finest ingredients, according to the original Senior recipe, distilled in a copper still from 1896. A Genuine Curaçao is made with the dried, bitter peels of the Laraha, known as the Golden Orange of Curaçao. That can only grow on the Caribbean Island of Curaçao, known for its colorful sights, joyful character, and tropical blue sea. Senior & Co. is proud to produce the Genuine Curaçao from Curaçao.

INTEGRITY

True to their essence and
never deviate from it

PASSION

Passionate about their heritage,
their island, and their customers



COMMITMENT

Dedicated since 1869 to
providing the finest liqueurs

RELIABILITY

Their production process is trustworthy,
and their quality is impeccable



THE ORIGINAL CURAÇAO LIQUEUR

Made from Laraha Oranges from the Island of Curaçao

PRODUCT OVERVIEW



TASTING NOTES

- Viscous mouthfeel, with almost no alcohol
- At the front end you get luscious orange blossom
- Zesty, oily orange mid palate
- Spice notes of clove and pepper perfectly balance the fruit
- Long finish



SERVING RECOMMENDATIONS

- On ice
- Use in any recipe calling for Orange Liqueur, Curaçao, or Triple Sec



PRODUCTION PROCESS



* The whole process is done by hand and takes around 17 days.

Senior & Co. is the only "Genuine" Curaçao Liqueurs in the world made with the Laraha orange on the island of Curaçao.

31%
ALC/VOL

750mL
BOTTLE

432 Maple Street Unit #4, Ramona, CA 92065



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SKU

DISTRIBUTOR

SALES REPRESENTATIVE

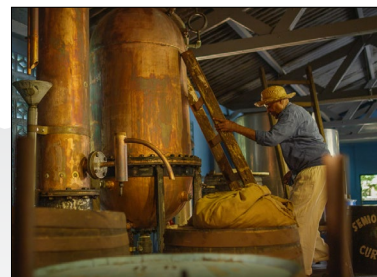
BOTTLE PRICE

CASE PRICE

ORIGIN

CURAÇAO
CARIBBEAN ISLANDS

SOUTH AMERICA



FULL PRODUCT LINE

