

MAURIN

SINCE 1884

VERMOUTH

THREE BRAND NEW VERMOUTHS HAVE BEEN BROUGHT TO THE UNITED STATES, BUT THESE ARE NOT "NEW" - DATING BACK TO 1884. THE NAME FOR THESE NEW/OLD PRODUCTS IS MAURIN. THE TRADITIONAL VERMOUTH RECIPES OF THE MAURIN DISTILLERY HAVE BEEN REVIVED FOR A NEW LINE OF MAURIN VERMOUTH. THESE RECIPES, DATING BACK TO THE LATE 1800S AND THE START OF THE MAURIN BRAND, ARE COMPLEX FORMULAS THAT INCORPORATE A BLEND OF WINES FROM VARIOUS REGIONS, AND INFUSIONS OF

PROVINCIAL SPICES AND FLAVORS SUCH AS CORIANDER, CINNAMON, GENTIAN, CLOVES, NUTMEG, DRY ORANGES, CARAMEL, ABSINTHE, GREEN CARDAMOM, AND LEMON.

THE REGION OF FRANCE WHERE THIS LUXURIOUS VERMOUTH HAILS FROM IS RICH IN VOLCANIC SOIL, FROM THE VERY CENTER OF FRANCE. THE VILLAGE IS NAMED LE PUY EN VELAY FOR THOSE WITH AN ATLAS.



DRY-SEC

Freshly cut French herbs, thyme, tarragon and rosemary are in the forefront along with salt covered stones and aromatic spices like saffron.

Mix a couple drops against gin like Tyler's City of London. For even more amusement, add two ounces to a glass of orange juice (like they do in Spain) and garnish with an anchovy twirled around an orange zest.



RED-ROUGE

Sweet spices like nutmeg and cardamom give way to sea salt-slicked volcanic stones and bursts of ginger, cinnamon and crushed cloves. 15 natural botanicals combine to make this Vermouth sing a song of sixpence.

This expression should be your first choice for a Manhattan or a Rob Roy.

1 part Bank Note 5 Yr Blended Scotch, ½ part Maurin Red Vermouth, twist of orange and 1 dash of Scrappy's Aromatic bitters and 1 dash of Scrappy's Orange bitters will call this combination a day most remembered.



WHITE-BLANC

This vermouth is soft against the tongue with glycerin coating the back of your throat. The finish goes on and on leading to a sweet/tart ending of sea salt-coated caramel. This white vermouth behaves in a cocktail like none other and practically screams out for a Negroni.

1 part Maurin Blanc, 1 part Cadenhead's Old Raj Blue Label (110 Pf) Gin, 1 part Aperitivo Cappelletti. . . and then finger stirred and garnished with your prerequisite orange zest.