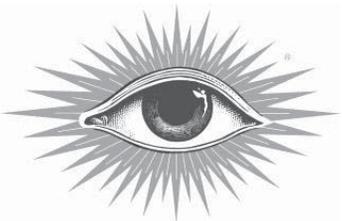


# NV ABSINTHE VERTE



# The proposition: What is NV Absinthe?

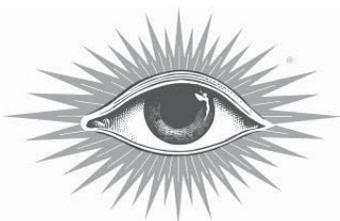
NV is French Absinthe with a modern makeover: Made with rich cocoa and exotic vanilla to enhance the absinthe experience – resulting in a spirit which is truly unique, versatile and appealing to a wide audience.

At 40%abv, NV can be enjoyed in the same way as mainstream spirits like rum and vodka – either straight-up, on ice, or in a simple mixed drink.

[Traditional strength absinthe, which ranges from 53%-72%abv, should only be drunk diluted or as part of a cocktail.]

You have the opportunity to work with us in establishing NV as a leading premium mainstream spirit.

## Modern, Mixable & Affordable: The Perfect Party Spirit



# Ingredients: A truly unique recipe

By combining traditional absinthe ingredients with cocoa and vanilla, we have created a spirit of unique flavour and sensation: A spirit which brings the absinthe experience to a wider audience than ever before.

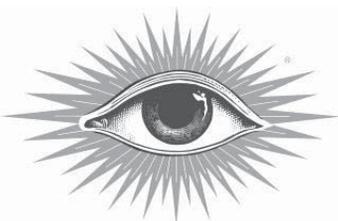
## Modern



Cocoa brings delicious chocolate flavour to enhance the absinthe experience



Vanilla adds exotic, aromatic sweetness



## Traditional



Grand wormwood: the Absinthe plant, famous for its historic medicinal and ritualistic use.



Fennel seed helps the flavours combine



Star anise gives warm liquorice character and completes the 'holy trinity' of absinthe ingredients

**NV**<sup>®</sup>  
ABSINTHE  
VERTE

# What's the occasion?

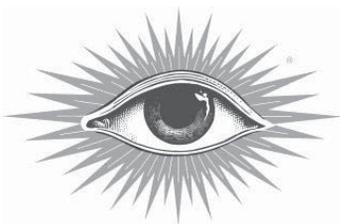


Example of on-premise featured shots menu



## The party occasion!

- Whether staying in or going out, NV is an exciting addition to any menu.
- Target bars, nightclubs, music venues, festivals and university student unions for listings.
- Menus should include Ensure NV is listed on menus with similar products and offers, including shots, 'bombs' & simple mixed drinks.
- We recommend keeping some stock in the chiller, as chilled shots of NV look and taste great!



# New Design

NV's new label uses different materials and printing techniques to maximise visual impact, from behind the bar or on-shelf.

The famous eye is embossed to maximise its look and feel – it is the link to La Fée's premium range

Reactive white ink, for extra visibility - especially in venues with UV lighting

'ABSINTHE' is written in eye-catching green metallic foil



# How to drink it...

NV Absinthe 40% is a versatile & exciting addition to any drinks menu

## Shots & 'Bombs'

NV is one of the only Absinthes which can be responsibly served as a shot or as the spirit in a 'bomb', which brings the absinthe experience to a whole new demographic of customers



Keep NV in the chiller and it will turn cloudy (the famous absinthe 'louche').

## Mixed Drinks

A versatile spirits, NV works particularly well with ginger beer, lemonade/lemon soda, as well as energy drinks. They make an exciting addition to any drinks menu.



Bohemian Mule: A shot of NV, fresh lime juice & topped with ginger beer. This modern classic is lively and refreshing

