

# Old World Spirits, LLC Launches La Sorcière® Absinthe Supérieure Verte- An Absinthe Worth A Century of Waiting®

Belmont, California, USA., (December 21, 2009) – Old World Spirits, LLC, an emerging United States producer of hand crafted ultra premium spirits, today announces the launch of La Sorcière Absinthe Supérieure Verte®, crafted in small batches on a German hand made alembic still. The launch comes after passing of family recipe through generations and several years of product development.



**La Sorcière Absinthe** is a high proof spirit based on double distilled cognac-style brandy from California wine. It is further infused and redistilled on an alembic hand-crafted copper still using Artemisia Absinthium (Grand Wormwood), fennel, anise, star anise, hyssop, peppermint, California lemon peels and other choice herbs. La Sorcière contains only natural ingredients and is not artificially sweetened, colored or flavored. The light green color comes from natural coloring herbs introduced after third distillation. The nose is herbaceous and aroma is balanced between earthy and fruity overtones coming from brandy, mint and lemon peels. Mid palate is creamy and sweet and finish smooth and lingering.

“The slogan – The Absinthe Worth a Century of Waiting® describes it best” explains Davorin Kuchan, president and third generation Master Distiller at Old World Spirits, LLC. “Kuchan family made and enjoyed a wormwood-based spirit called Pelinkovac for generations in Croatia.” While living in Paris, Davorin perfected a more balanced, unsweetened version of the spirit and waited for the Absinthe ban to lift. La Sorcière® is truly a family tradition, including the artwork, painted by Davorin’s daughter, Ivana.

“La Sorcière® also redefines the traditional absinthe ritual, throwing out sugar cubes and pyrotechnics advocated by inferior products”, adds Kuchan. “Natural sweetness and rich, rounded mouth feel come naturally from the choice ingredients and careful craft techniques, difficult to replicate in mass produced corporate products.

“La Sorcière will launch at retail and on-premise in January, 2010 first in select markets in Northern California. A range of marketing tools including on and off-premise POS materials may be available. Special promotional events, food and arts pairings with choice entities

in select markets will help introduce consumers to what the craft distillation in the hands of master distiller with lasting tradition can render.

La Sorcière Absinthe will be available in a 750ml size and will retail for a suggested price of \$75. Visit <http://www.oldworldspirits.com> for more information on La Sorcière Absinthe Supérieure Verte.

**Old World Spirits, LLC promotes responsible alcoholic beverages consumption and is committed to curb excessive and underage drinking.**

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### **About Old World Spirits, LLC**

Old World Spirits, LLC, based in Belmont, CA, is an emerging micro-distillery, producer and marketer of hand crafted, limited edition ultra premium spirits brands in the United States. The company is one of the fast growing US micro-distillers paving the way for the next generation of exciting products coming from California.

Old World Spirits, LLC leading brands include La Sorcière Absinthe®, Kuchan Eau De Vie®, Juglans Nigra Walnut Liqueur ® and Blade Gin®