

Beat: Arts

## FIRST GIN IN THE WORLD INSPIRED BY PERFUMERY

Created By BHAGATH REDDY

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**USPA NEWS** - Born of a Crazy Desire to create Sustainable Luxury Spirits by redefining the Process, COMTE DE GRASSE is a Melting Pot of Vision, Extreme Passion and a Hard-Headed Insistence on Sustainability. Our aim is to make Ripples in Reality. "We fell in love with the South of France because...well, it's the South of France. "La Côte d'Azur" has inspired so many People before us and keeps fascinating many. Multitudes of Artists have felt the same Pull.... They came to paint the Provençal Light, to capture the Vibrancy of the Mediterranean Blue Sea, impassioned by the Fragrant Breeze. We were deeply moved. And then we discovered Grasse"

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Comte De Grasse settled down in an Old Perfumery laying empty, the Brick Chimney in repose. The Ancestral Home of Roure-Bertrand & Fils, Creators of Raw Materials for Perfumers since 1820, it had been uninhabited for a long time. The Twin Buildings date back to the 17th Century. Traditional on the Outside, Modernity reigns on the inside with an Iconic Earth-Red Chimney overlooking the Provençal landscape, like a Symbol of both Heritage and the Future. The Company, with its Founder Bhagath Reddy (a Passionate about the Luxury Industry) wanted to start with creating Flavours rather than with Raw Ingredients; to create on the Palate an Evolving Taste, building in Waves to finally linger in the Nose.

Master Scientist and Innovator is a Local of Grasse, Maris-Anne Contamin (Master Distiller), an Expert in layering Flavours with the perfect "Nez´ to develop Liquids. She has spent Months refining the Science and Innovation behind how are make the Liquids.... The creation of the Company's First Spiritueux "Gin 44° N" came from a Specific Will "We wanted you to feel like you have the Côte D´Azur on the Tip of your Tongue every time you sip 44°N. We set out to capture the Luminous Depth of the Sea, the Windswept Aroma of the Mediterranean, in every Drop. Named for the Geographic Coordinates of Grasse, 44°N's Tasting Notes read like a who's who of Local Botanicals set to the Full-Spectrum Dreamscape of the South of France."

- The Tasting Notes :

\* Base (Fond) : The tangy warm Spicy Notes of Alexanders, underlying all along, allude to the undergrowth where the cade grows freely. Orris and Honey ensure a sweet yet musky Long-Lasting Effect on the Tongue, holding their end as Floral and Citrus Notes mingle nicely together.

\* Body (Coeur) : A blooming Floral Body with hints of Grasse's Rose Centifolia and Jasmine. Jammy facets of Bitter Orange are countered by the Herbaceous Punch of Angelica. Hints of Warm Pepper here and there round out the middle notes.

\* Top (Tête) : The first thing that hits your Nose is Fresh Zingy Lemon Peel and Grapefruit. The Aroma of a Marine Breeze, Samphire, is punctuated by touches of Mimosa. Cade adds woody, piny facets.

- Botanicals used in each Process:

\* Macerated and Distilled : Cade (juniper oxycedrus), Bitter Orange (citrus aurantium), Verbena (aloesia citrodora), Everlasting (herichrysm italicum), Rose (rosa centifolia), Alexanders (smyrnum olustrum), Samphire (crithmum maritimum), Honey (apis mellifera), Juniper (juniper communis), Angelica (angelica archangelica), Coriander (coriandrum sativum), Lemon (citrus limon), Orris (iris pallida).

\* CO2 Extraction from Essences : Everlasting (herichrysm italicum), Lavender (lavandula augustifolia), Mimosa (acacia dealbata), Rose (both rosa centifolia and rosa damascena), Grapefruit (citrus paradise), Jasmine (jasmin grandiflorum), Patchouli (pogostemon cablin), Pepper Sichuan (zanthoxylum schinifolium)

- Ideas of Cocktails :

\* French 44 : 3cl Gin 44° N - 1 cl Simple Sirup - 2cl Lemon Juice - Top au Champagne

- \* Gimlet : 6cl Gin 44° N - 2cl Simple Sirup - 1,5cl Lemon Juice - Basilic
- \* Gin Tonic : 5cl Gin 44° N - Tonic Fever Tree - Mediterranee
- \* Negroni : 3cl Gin 44° N - 2cl Campari - 2cl Vermouth

Source : Degustation of Cocktails made with Gin 44° N, @ Yacht Club in Paris, on June 6, 2019.

Presence of :

- \* Joanne Birkitt : Co-Founder of the Brand
- \* Marie-Anne Contamin Scientific & Innovation Department Manager
- \*

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