



A CLASSIC
FRENCH APERTIF
FRESH FROM THE
MOUNTAINS OF
AUVERGNE



AVÈZE LIQUEUR DE GENTIANE

Developed in 1929 by Emile Refouvelet, AVÈZE is a classic French aperitif with the proud distinction of being the only French gentian liqueur flavored exclusively using wild yellow gentian collected from the historic national park of Volcans d'Auvergne. The park encompasses three volcanic mountains (Puy de Dôme, Lemptegy and Vulcania), which are illustrated on the AVÈZE front label. This complex aperitif offers distinctive, bittersweet herbal notes accented by hints of anise, orange peel, mint and earth.

The AVÈZE logo is rendered in a bold, serif font. The letters are primarily green with gold outlines and accents. A small mountain icon is positioned above the 'E'. The logo is set against a white background with a thin gold border.

AVÈZE is created using fresh and wild gentiane from Riom-es-Montagnes, France, located in the heart of the Volcanic Natural Park of Auvergne, since 1929. Best described as a bitter liqueur, similar to Campari or Aperol, gentiane has been known to possess unique qualities including stimulating the appetite, aiding digestion following meals, reducing fever and acting as an anti-depressant.

RECIPES



AVÈZE SPRITZ

- 2.0 oz AVÈZE
- 4.0 oz tonic water
- 0.25 oz fresh lemon juice

Pour ingredients into cocktail glass over fresh ice. Garnish with lemon rind.

WHITE NEGRONI

- 2.0 oz AVÈZE
- 2.0 oz gin
- 2.0 oz vermouth

Combine ingredients in rocks glass with ice. Stir lightly. Garnish with slice of orange.

THE YELLOW KING

- 1.5 oz AVÈZE
- 0.75 oz Cocchi Americano
- 0.75 oz dry vermouth
- Sprig of Thyme sugar cubes
- 3 lime wedges, halved

In a mixing glass three-quarters filled with ice, combine the AVÈZE, Cocchi Americano and vermouth. Stir until chilled, about 30 seconds. Strain into a coupe glass. Garnish with the thyme sprig, gently spanked across your hand.



AVÈZE LONGUE

- 1.5 oz AVÈZE
- 0.75 oz Blume Marillen Apricot Eau-de-Vie
- 0.5 oz Merlet Creme de Poire Liqueur
- 1 oz San Pellegrino Pompelmo

Add ingredients to shaker except the San Pellegrino Pompelmo. Give a short, light shake then pour into High Ball Glass filled with fresh ice. Top with the San Pellegrino Pompelmo. Garnish with long grapefruit twist and fat lime wedge or wheel. Squeeze lime into cocktail.

	ABV	1 LITER / 6 PACK	DISTRIBUTOR
AVÈZE	17%		

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