

VIOLET FRÈRES BYRRH GRAND QUINQUINA



Byrrh combines a generous, port-like wine and mistelle base with a firm backbone of natural quinine bark to produce a fruity, refreshing aperitif. Sassafras, and woody cherry scents prevail. With a gentle ripe fruit sweetness of raspberries and strawberries that offsets its complex blend of quinine, citrus peel, bitter herbs and cocoa. It is a luscious balance of ripe fruit and subtle spice. Byrrh is traditionally served as an aperitif, chilled with a slice of lemon, on the rocks alone or with a splash of soda and an orange wedge. It could also make a good addition to a Negroni or other classic cocktails.

First produced in 1873, Byrrh Grand Quinquina was created by brothers Pallade and Simon Violet in the small French town of Thuir in the Languedoc region of southwest France, in the heart of French Catalan territory, near the coast and border with Spain. Today it is still produced in Thuir and in accordance with the original recipe that earned fame both in France and overseas, thanks to the "wine archaeologists" at Haus Alpenz. Byrrh is created by macerating South America quinquina bark, exotic spices and botanicals into a base of Muscat Mistelles, (un-fermented grape juice) and local Grenache, which is then matured in oak casks. The fruit-forward wine lends natural sweetness (so no additional sugar is needed) and provides its refreshing balance of fruit and spice.

The beneficial properties of the cinchona tree were originally discovered by the Quechua, a people indigenous to Peru and Bolivia, who found it an effective muscle relaxant to calm shivering due to low temperatures. The Quechua would mix the ground bark of cinchona trees with sweetened water to off set the bark's bitter taste, thus producing tonic water. Jesuit missionaries in the early 1600s brought this back to Rome, where quinine in unextracted form came into use to treat malaria, which was endemic to the swamps and marshes surrounding the city of Rome and responsible for the deaths of several popes, many cardinals and countless common Roman citizens. Quinine was isolated and named in 1820 by French researchers, the name being derived from the original Quechua (Inca) word for the cinchona tree bark, quina or quina-quina, which means "bark of bark" or "holy bark." Large-scale use of quinine as a malaria preventative started around 1850, consumed in tonics or aperitif wines such as these. Many of these quinine aperitif wines became famous and highly sought after.

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Tasting Note:

VIOLET FRÈRES BYRRH GRAND QUINQUINA

Combines a port-like wine & mistelle base with natural quinine bark, citrus peel, bitter herbs & cocoa; aromas of sassafras & cherry; a fruity, balanced, refreshing aperitif.

Shelf Talker:

VIOLET FRÈRES BYRRH GRAND QUINQUINA

First produced in 1873 in the small French town of Thuir, Byrrh combines a port-like wine & mistelle base with natural quinine bark to produce a fruity, refreshing aperitif. Sassafras & cherry scents prevail. Gentle ripe fruit sweetness that offsets its blend of quinine, citrus peel, bitter herbs & cocoa.

Traditionally served as an aperitif, on the rocks with a slice of lemon, with a splash of soda or as an addition to classic cocktails.



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