

FAQ

What?

... is **pür·spirits**?

A line of spirituous beverages, each variety of which is the product of generations of extraordinary sensory talent and, as a result, is traditional and distinctive, yet not tradition-bound.

... does **"pür"** mean? Is it a German word?

No. "pür" is a fictitious, coined term.

... is likör?

German for "liqueur."

... is geist?

Literally, German for "ghost" or "spirit." In Germany and as designated by the EU, "geist" is also a class of spirits defined as a distilled maceration of fruit or berries with no flavoring added. This class of beverage is not recognized in the US. **pür·geist framboise and sloe are true German "geists."**

Where?

It is our aim to bring you the finest distilled spirits the world has to offer. While we appreciate American ingenuity, we bring you the greatest - which may or may not be the latest... or the closest.

The beverages of **pür•spirits** that are currently available in the US are produced in a third-generation “micro” distillery in southern Germany.

When?

The beverages of **pür•spirits** are not new. But they are new to the US.

How?

... are the beverages of **pür•spirits** produced?

The beverages of **pür•spirits** are themselves a distillation of the ancient distilling tradition of southern Germany, and talent and recipes that have been honed over generations. They are made from only the finest and freshest fruits and flowers near Lake Constance, where heirloom fruit of unique quality - berries, elder blossoms and herbs - have historically been cultivated to the highest standards of the local distilleries.

... are the beverages of **pür•spirits** best enjoyed?

Quality ingredients form the basis for a great drink and **pür•spirits** provides you with that special ingredient to turn a good cocktail into something truly special. For drink ideas from some of the nation’s top cocktail creators, visit www.purspirits.com.

To fully experience the balanced and nuanced aromas and flavors of **pür•spirits**, savor them neat, at room temperature.

Why?

We think you’ll know why when you have a taste.