

PÜR•SPIRITS LAUNCHES WITH FIVE VARIETIES OF AWARD-WINNING SPIRITS FROM GERMANY

Distinctive and Traditional Varieties – Some New to the US -
All Exquisite and Authentic
Third-Generation Craft Distillery – Recipes Honed Over Generations

The first thing one cannot help but notice about **pür•spirits** is the packaging. Starting with the tall, thin elegant bottles, the shapes and colors are a blend of traditional and modern elements that is stunning in its simplicity. It is a fitting introduction... but only an introduction.

The second thing one cannot help but notice about **pür•spirits** are the aromas. Depending on the variety, you will be struck by the nuanced earthiness of a wild forest raspberry, the essence of a perfect Williams pear, the rustic beauty of elderflower petals, the noble spirit of the sloe berry, or the familiar scents of hops and barley but as you've never experienced them before.

Last but not least, the third thing one cannot help but notice about **pür•spirits** is the way in which each variety engages, seduces and, ultimately, satisfies your palate.

With **pür•spirits**, Seattle-based, Kiki and Harvey Braverman have brought to the US (from Kiki's native Germany) a line of distilled spirits that is unique in its breadth and uncompromising quality.

Pür•spirits currently offers five varieties in the US.

- Two liqueurs: **pür•likör blossom**, elderflower liqueur, from flowers harvested in the wild, an authentic update of an ancient concoction; and **pür•likör williams**, pear liqueur, with a base of the finest German Williams pear brandy.
- Two traditional German "geists": **pür•geist sloe** and **pür•geist framboise**, berry macerations that are redistilled (classified in the US as "flavored vodka").
- And **pür•geist bierbrand**, a distillation of Märzen beer that is aged in a chestnut cask. The result is akin to whiskey but, rightly, in a category all its own.

Three of the varieties – the two liqueurs and the framboise – arrived on US shores in time for the 2009 San Francisco World Spirits Competition and won medals.

And more are on the way, with several additional offerings planned for later next year. Like their predecessors, they will share a common heritage and source: the finest and most pristine fruits, flowers and grains. And like all varieties of **pür•spirits**, they will be made according to traditional principles from recipes honed over generations.

Pür•spirits invites you to partake in a German distilling tradition that dates back centuries and experience the product of extraordinary sensory talent.

To learn more – including to see what nationally-recognized craft bartenders doing with **pür•spirits** - visit www.purspirits.com. Or contact:

pür•spirits

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