



PRODUCT OF THE MONTH



GREEDY ANGELS

Amrut Distilleries' Greedy Angels Single Malt Whisky is their oldest and potentially first 12-year aged single malt whisky from India, despite the challenge of aging in Bangalore's harsh climate. This unique offering includes a bottle and two branded Glencairn Crystal Tasting Glasses, with notes of prunes, dark chocolate, honey, coconut, and tropical fruits. With only 340 bottles worldwide, this 60% ABV whisky is a testament to the distillery's decades of experience in the fine art of whisky making. Currently, it is exclusively available in DDFS, Delhi Duty Free travel retail outlet in the international Airport.

Absinthe 'The Green Fairy' now homegrown in India - La'Ananta

Absinthe is a **fascinating and mysterious alcoholic beverage** with a long history. Its origins can be traced back to **ancient Egypt**, where it was first mentioned in the Ebers Papyrus around **1550 BC**. The ancient Greeks used wormwood extracts and wine-soaked worm leaves as remedies. The modern-day recipe for absinthe is credited to Dr. Ordinaire, who created a formula of eight plants, including wormwood, anise, hyssop, and fennel, using 136 proof alcohol. This became the traditional proof of real absinthe. Major Dubied purchased the formula from Dr. Ordinaire and built the first absinthe factory in Couvet, Switzerland, where it quickly gained popularity. French doctors even prescribed it to soldiers during the Algerian war.



By the start of the 19th century, the **French government** grew concerned about the amount being produced. By 1920, it was **banned** in most countries due to its bad reputation and the rise in the temperance movement. Switzerland initiated the ban, followed by many European countries. In 1981, Germany was the first country to lift the ban. However, the use of wormwood oil/thujone was still prohibited. The European Union made legal changes to the limit of thujone in spirits in 1991, and in 2005 Switzerland made absinthe legal, followed by the USA in 2007.

I'm a day dreamer and a night illusioner.



La'Ananta is a bold Indian brand bringing us the first home grown Absinthe with an abv of 49%, this label is set to make big waves in the alcobev industry of India. As the brand breaks away from the convention and goes on to the rebranding of the **'Green Fairy'**, it's a new journey of discovery and challenging preconceptions. On a deeper level, creative minds have always wondered over the concept of Eternity. Absinthe is renowned for its virtues of provoking thoughts beyond the everyday chores. With a logo emulating the same creativity as the combination of Devanagari and alphabets segregates the brand from others and emphasizes its Indian Origin. This beautiful green liquor can light up a winter evening for a sooty soul or a hot summer day with a cocktail like **'Green Beast'** or **'Death in the Afternoon'**

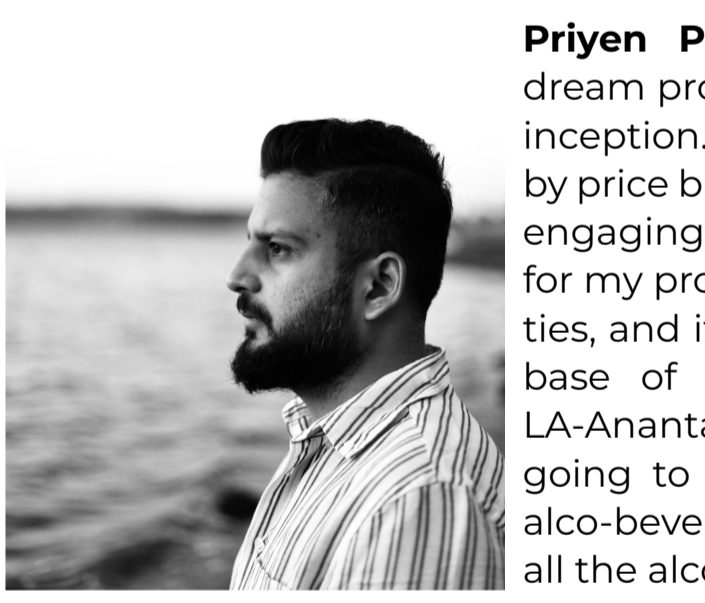
As the brand emphasizes on introducing itself as an Indian brand it also has a very unique immersive experience into your alternate realm that is a feast for your senses. Oscar Wild once said "After the first glass of absinthe you see things as you wish they were. After the second you see them as they are not. Finally you see things as they really are", in its probability the best way to describe the experience of this elixir. La'Ananta which has been recently launched is currently available in Goa which is also here it is produced and distributed in the state of Maharashtra and Karnataka.

These are the cities and their launch dates for this green fairy:

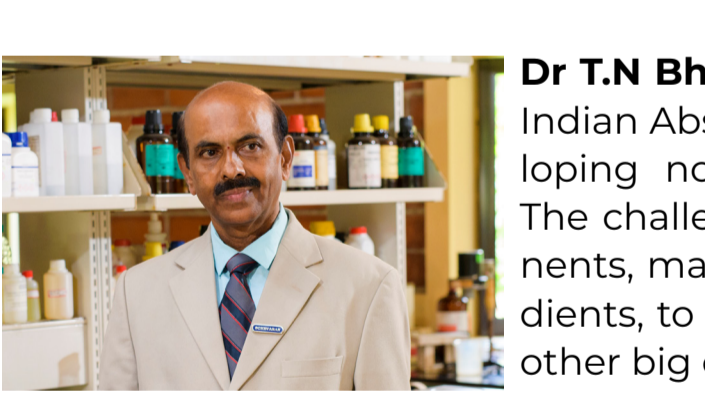
- Goa: MRP - 2895**
Launched in Oct 2022
- Karnataka: MRP - 3876**
Launched in Jan 2023
- Maharashtra: MRP - 3200**
Launched in Jan 2023



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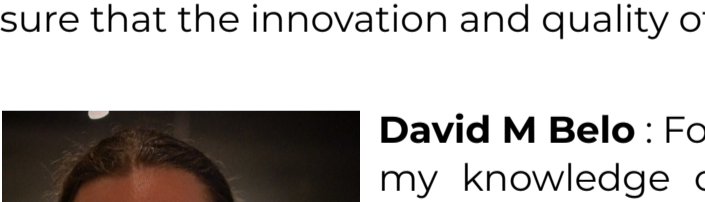


Priyen Patel - Founder: Craft Alcobev, my dream project, didn't allow me to sleep since its inception. The basic principle is to be niche, not by price but by innovation and quality. I will keep engaging myself in creating a different identity for my products. India is a country of opportunities, and its advantage is it already has a strong base of alcohol-consuming end consumers. LA-Ananta, the first-ever Indian Absinthe, is going to be the identity of the modern craft alco-beverage business. It is a gift from India to all the alcohol enthusiasts across the globe.



Dr T.N Bhavanishankar: Creating the first-ever Indian Absinthe was a real journey, unlike developing normal traditional alcoholic products. The challenge was to choose the right components, maybe a combination of different ingredients, to create the best finished product. The other big challenge was to ensure that the

product is clear and should louche when diluted. Following the dream of the founder, Priyen, and with constant suggestions from David, an internationally acclaimed Cocktail Bartender, R&D took a good 15 months, and finally, they are ready with LA Ananta, the first-ever Absinthe from India. They are sure that the innovation and quality of taste are going to set a benchmark.



David M Belo : For me, the journey began by refreshing my knowledge of the category and delving a little deeper into the various regional expressions within Absinthe. Understanding how and why they came about, we brought an element of authenticity to La'Ananta. Neither "Parisian" nor "Bohemian" in style, La'Ananta is wormwood forward and herbaceous like its French counterpart, retaining the sweetness of green fennel and anise akin to the alpine breed of absinthes. These flavours are familiar in the northwestern regions of the sub-continent, as they are in Switzerland.

They delicately balanced robust citrus and herbal notes with wormwood's signature bitterness, embellished with notes of fresh mountain mint and wild chamomile, to offer the connoisseur a complex bouquet of flavours and aromas found in the herb gardens of the Himalayas.

**I am not forgetful
I am Absinthe Minded**

