

**A UNIQUE AND
IRREPLACEABLE
COCKTAIL**

The sparkling and ready-to-drink version of the famous cocktail promoted by The Canon Kir, Mayor of Dijon from 1945 to 1968, LE KIR® ROYAL is a brand which has now become irreplaceable in any self-respecting sparkling drinks product offering aimed at a demanding clientele. A subtle combination of well-infused cassis berries and sparkling “Blanc de Blancs” wine, LE KIR® ROYAL is a fruity and balanced drink which is just a treat.

**THE RESULT OF
AGE-OLD EXPERTISE**

The grapes used to make LE KIR® ROYAL – which are mainly grown in the South Ouest of France and notably in Cahors area – are first of all carefully selected and then the wine is made in closed vats according to the Charmat process, making it naturally and continuously sparkling! Afterwards the wine is combined with cassis berries that have been macerating traditionally, employing Lejay Lagoute’s know-how, unchanged since 1841: slow, cold, filtration-free maceration which enables all of the fruit’s characteristics and intense flavour to be retained.



**A REGISTERED
TRADEMARK**

LE KIR® and LE KIR® ROYAL are registered trademarks of the company Lejay Lagoute. Creator of Crème de Cassis de Dijon in 1841, and expert macerator - distiller, Lejay Lagoute respects a very strict quality in the development of all its products while meeting the requirements related to the protection of its environment. Rigorous selection of fruits at a perfect maturity, control and recycling at each stage of the manufacturing process, our teams guarantee the best for the defense of our brands.

**A PRODUCT
WHICH MEETS
CONSUMERS'
EXPECTATIONS**

1. An authentic product with high brand awareness
2. A natural and reassuring product
3. A light, fruity and colourful cocktail
4. An easy- and simple-to-use product, for enjoyable moments between friends and family
5. Excellent price-pleasure ratio
6. An innovative and timeless brand for festive occasions, which combines sophistication and accessibility
7. A seductive packaging for a great on-shelf visibility

LE
KIR[®]
ROYAL



On Ice

A
FRESH
DRINK FOR
FESTIVE
OCCASIONS

LE KIR[®] ROYAL can also be drunk on ice! With a lime wedge, to make LE KIR[®] ROYAL even more cool and refreshing!



LE KIR[®]
exists also in
a still wine
version

www.kir-royal.com

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LEJAY • LAGOUTE
CRÉATEUR DE LA CRÈME DE CASSIS EN 1841