



BITTER CASSIS

Maison Lejay Lagoute, the creator of the Original Crème de Cassis de Dijon, the blackcurrant liqueur that has set the standard for the category since it was created by Auguste Denis Lagoute in 1841.

Fascinated by blackcurrant and citrus fruits and their aromatic richness, Lejay created a new product, an even more creative version of its classic blackcurrant liqueur.

The result is an original blend, mixing distillates and macerates of blackcurrant berries and buds, combined with the zesty notes of citrus fruit and orange peel, creating an original masterpiece.

TASTING NOTES:

NOSE: Fresh, fruity attack, well balanced between grapefruit and blackcurrant Ending on a blackcurrant infusion note.

PALATE: Grapefruit and a complex mix of bitterness plants combine to impose a strong bitterness, followed by a complex, fruity note that lingers.

*Bottled at 25 percent ABV
Lejay Bitter Cassis will be
available in 700ml.*



French Negroni

1/3 LEJAY BITTER CASSIS
1/3 PREMIUM GIN
1/3 SWEET VERMOUTH
3 ICE CUBES

HOW TO MAKE : Pour all ingredients into ice-filled glass and stir.

GARNISH : Fresh blackcurrants and/or orange peel. Serve in an Old-Fashioned glass.



ABOUT LEJAY CASSIS

LEJAY Cassis is the original crème de cassis de Dijon. It was created in 1841 by Auguste-Denis Lagoute and the fundamentals of its all-natural recipe have never varied : cassis, time and gravity are still its core ingredients. Two varieties of freshly harvested, French-grown blackcurrants, Noir de Bourgogne and Black Down, are macerated in fine eau de vie, and then enhanced with Noir de Bourgogne buds, a cassis bud infusion, as well as pure crystal sugar.

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