

**DISTILLERIES ET DOMAINES DE PROVENCE LAUNCHES  
NEW LABELS FOR GRANDE ABSENTE AND ABSENTE  
IMPORTED IN THE UNITED STATES AND CANADA BY CRILLON IMPORTERS**

After 21 years, **Distilleries et Domaines de Provence**, a leader in the production of typical Provençal spirits such as Absinthe and Pastis, has launched new labels and packaging for two of its key brands: **Grande Absente** and **Absente Absinthe Refined**, the first true and legal absinthe in the United States since 1999.

The decision on changing the packaging was to refresh the brand, with an eye towards the future and a more dynamic and younger approach. Designed by one of the top agencies in Paris, the new labels have in fact a distinct and fresher look, while remaining elegant, timeless and true to the brand’s heritage.

The pairing of packaging with the typical absinthe spoon remains the most important component: Absinthe Refined bottle kept the iconic image of Van Gogh, while Grande Absente opted for a more graphic, decorated and elegant box. In both cases, Distilleries et Domaines de Provence picked a simple yet effective look, as the two spirits are easily recognizable and speak for themselves.



“Turning 21 years old is always an important milestone and we decided to celebrate it with updating our labels.” says **Jean-Baptist Robert**, son of the 3rd generation owner of Distilleries et Domaines and CEO of Crillon Importers. “We foresee a growth in demand for humility and simplicity in designs, as well as more readability in packaging and we wanted to follow these requests. Although the Absente recipe dates back to 1890’, we wanted its label to be in accordance with the 2020.”

Crafted in Provence by following one of the oldest recipes dating back to the 19th century and using the highest quality artisanal distillation methods and ingredients (including the infamous wormwood) each type of Absente share a slightly bitter yet sophisticated taste, with hints of anise and peppermint. **Absente Absinthe Refined** is 110 proof and it is perfect to be drank alone – with cold water or on the rocks - or as ingredient in a cocktail. **Grande Absente**, with its 138 proof, has a more herbaceous taste and it is best to be enjoyed in the traditional way with the absinthe spoon and the sugar cube.

**Grande Absente** and **Absente Absinthe Refined** are imported in the US and Canada by **Crillon Importers**, founded in NJ by legendary spirit marketer Michel Roux, who was instrumental in introducing Absinthe to the U.S. market in 1999, making it available for the first time since it was banned in 1912.

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