

ZIRBENZ™

Stone Pine Liqueur of the Alps



Zirbenz draws its hallmark pine floral aroma, flavors and reddish hues from the freshly picked fruit of the Arolla Stone Pine found high in the Alps. Smooth and mildly sweet. Generations of mountaineers practiced in the art of harvest work with Josef Hofer to create this artisanal liqueur. Enjoy après-ski, after dinner, or as the highlight to a cocktail. Handcrafted and bottled in Austria by Josef Hofer, a family distillery since 1797.

Josef Hofer, Steiermark
Seit 1797

35% Alc./Vol. 375ml and 750ml



- An all natural liqueur, unique to the Alps, with an exceptional story
- Made from the rare pine fruit of a tree found only at the top of the treeline. Mountaineers must hike the hills and climb the trees in the short harvest period before the fruit turns to the more familiar pine cone.
- Produced in small lots by a maceration of the fruit in a neutral eau-de-vie base
- Served as a digestif or in cocktails with Austrian, French Rustic, Northern Italian, and Modern/Eclectic fine dining

Artisan Tradition of the Alps. Among the many fruits gathered for the famed eau-de-vie and schnaps, few hold so close an association with the Alps as the fruit (fresh pine cone) of the Arolla Stone Pine. One of the few species able to flourish along the slopes rising to the tree line, the Arolla Stone Pine can withstand temperature

extremes down to minus 40°C. Known as the "Queen of the Alps", the Arolla Stone Pine is revered for its role in hindering avalanches and produces a fruit that has been a symbol of vitality and immortality since Roman times. Still today the people of Steiermark take great pride in the Arolla Stone Pine, its fruit, and the region's identity as the forest kingdom of Austria. Through partnership with local mountain harvesters and respect of forest conservation practices, Josef Hofer now offers Zirbenz beyond the forest kingdom of Steiermark Austria.

Pine Fruit - "Agave of the Alps" No easier to reach than to cultivate, the tree may take over thirty years before producing fruit, and thereafter has a harvest cycle of five to seven years. As a wild, uncultivated fruit, there can be substantial variation in size and quantity by season and region. When the fruit ripens in early July, mountaineers must climb up through dense branches to reach the fruit. In the interest of conservation and future harvests, only 15-20% of the fruit is picked. Unlike the young green fruit of most pines, the fruit of the Arolla Stone Pine exhibits a brilliant reddish hue and sweet pine floral essence captured in Zirbenz. The pine fruit flavor also carries notes of other high alpine flora, including blueberry, the mountain rose and a hint of peppery reed grass.

Presentation



Zirbenz is best at a temperature between 59°F and 72°F (15°C - 22°C) at which it reveals the exquisite flavor and aroma of the pine fruit.

Classic eau-de-vie and brandy stemware is designed to accentuate the softer notes of tree fruits while limiting the alcohol impression. Haus Alpenz offers trade customers special pricing on select items of professional grade crystal stemware by Stoelzle of Austria. For more information, please contact your distributor or Haus Alpenz.

Cocktails



Martini Salzburg

20ml Zirbenz
20ml Gin
lemon juice, sugar

Aspen NYC

Arabella

15ml Zirbenz
15ml Kirsch
15ml Amaretto

Citizen Cake

Alpine Sidecar

20ml Zirbenz
15ml Cointreau
lemon juice

Trummer @ 202

The Austrian

20ml Gin
10ml Vermouth/D
5ml Zirbenz

Gary Regan

Brown Derby

15ml Zirbenz
15ml Irish Whiskey
20ml Grapefruit Juice
Almond syrup
Employees Only

Georgie Shaw

Scotch
Zirbenz
Pimms #1 Cup
Orange Bitters; ice
Absinthe (San Fran.)

Entree

Lamb Tinnauer

Marinate w/
Juniper berries,
Zirbenz,
Pumpkin oil

Elk/Beef

Reduction w/
Rosemary
Zirbenz
Veal Stock

Baumcreme

Pasta w/pine nuts
Heavy cream
Zirbenz
Parmesan

Dessert

Baba Bouchon

Cake soaked with
pine liqueur, pine
shoots, wild berries
cream, ice cream
- *Courchevel*

Zither Torte

Rolled cake w/
marzipan center
cocoa, soak with
Zirbenz

Hot Drinks

Le Grog Alsacien

20ml Rum, amber
10ml Zirbenz
5ml lemon juice
1 tsp sugar, cinnamon
clove, hot water, stir

St Melange

Steamed milk,
espresso mixed w/
10ml Zirbenz

HAUS ALPENZ USA

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For a current list of distributors
please visit: www.alpenz.com