

FRESH PICK

CRÈME DE VIOLETTE ADDS SCENT AND DRAMA TO MODERN COCKTAILS.



In keeping with the current wave of floral elements in cocktails, Rothman & Winter's Crème de Violette is sprouting up on the shelves of fashionable bars and swanky lounges. The elegant spirit, produced in Austria with violets sourced from the Alps, adds a blue hue and concentrated scent to libations like the classic Aviation and Blue Moon—without the overt sweetness often found in liqueurs. Crème de Violette dates back more than a century, but before Haus Alpenz started importing this version, it had been unavailable in the U.S. for some time. Today, its uniqueness in the market has inventive mixologists dusting off old cocktail tomes and creating inspired concoctions. Gin's aromatics make it a great partner, as does sparkling wine, whose effervescence easily transports the heady aroma. Jake Parrott, Washington, D.C. distributor for Haus Alpenz, views the purple potion as part of the rebirth of floral essences in cocktails: one that can successfully flourish alongside of, rather than compete with, other fragrant bottles. Rothman & Winter's Crème de Violette is currently available in most major metropolitan markets, with plans to expand to others in the coming months. For more information, go to www.alpenz.com.

—KELLY MAGYARICS