

LEM-MARRAKECH

TASTING NOTES

The 10 second sell: The Lem-Marrakech bitters are recommended with fresh herbs, teas and fruits, white spirits or brown spirits, sherries, sake, vermouths and other aromatized wines, sparkling or flat waters, beer, white wine and ciders.



FRUIT

Flavour profile: Fresh, zesty and vibrant – in season lemons are peeled by hand at the Bittered Sling facility, by our Bitter Babes! We make it a fun week long event, peeling all the citrus for our line up at the same time. Merged with dried lemon peel, and a combination of herbs, spices and fennel – so much fennel – to bring out the best in the top note citrus.

HOORAY:

Try in a Gin & Tonic, Punch or Daiquiri

BITTER

Flavour profile: The bittering agent we use is cinchona bark, and the accompanying small compound of quinidine naturally occurring. Quinidine is the medicinal ingredient in traditional tonic water. Along with the lemon peels, the cinchona gives an incredible sensation on the palate, with a long lasting finish – perfect with oak matured spirits. If you fancy a pairing weight for weight – the cinchona makes this bitters superbly powerful in character to stand up to anything.

HOORAY:

Try in a Martinez or Margarita

SAVOURY

Flavour profile: This specific combination of North African flavours – both dried and fresh lemons with coriander seed and mace – bring an incredible complexity to the blend. The savoury character of clove, cardamom and ginger bring an intensity to the nose and palate.

HOORAY:

Try in a Mojito, Tom Collins or Zero-Proof Punch

SPICE

Flavour profile: Asian peppercorns and Ayurvedic spices - balanced to chef's palate - bloom the unique nuances found in spirits and modifiers – the hidden gems of ingredients and cocktails are brought to life with this super hero spice blend. Taste for yourself how Lem-Marrakech blooms fresh herbs, fats and proteins – mixology, it's just like cooking.

HOORAY:

Try in a Brandy Crusta, Vieux Carre, Armagnac Toddy

TERROIR STORY

Welcome to the Spice Market:

Imagine you're walking through the spice markets of Marrakech, Morocco – from community ovens, to cafes, spices and textiles, there's a smell. Inspired by rich, roasted North African spices and flavours, complimented with the bitter, sweet and fragrant lemon. We can't imagine World Whiskies (Canadian, American, Irish, Scottish, Japanese) without it, nor do we overlook fresh herbs, mint, mojitos and the like – what grows together, goes together.

Be creative:

We have provided some "HOORAY" moments here, but why not try it for yourself? Remember, a dash is a full distribution of the dropper, and we recommend 2 dashes for EACH serving.

The terroir:

Originally a "recycling bitters" from left over lemon scraps, this flavour quickly became a celebration of flavor diversity, and instantly transports us to this exotic location.