

Absinthia's Bottled Spirits launches Absinthia Absinthe Bleue

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Absinthia's Bottled Spirits introduce Absinthe Bleue, a spirit that redefines Absinthe sophistication.

Crafted by Absinthia Vermut, this new absinthe is infused with butterfly pea flowers, delivering an eye-catching vibrant blue hue that turns purple when citrus is added and adds a flavour complexity to the classic absinthe.

"I was ready to take drinkers on a journey that celebrated the flavour of absinthe but added a bold element to help expand their interest in absinthe as a core cocktail ingredient. The visual artistry of the butterfly pea flower was the perfect answer. Each sip unfolds with subtle floral notes, and the visual allure makes for an enchanting drinking experience," says Vermut.

Building on the success of Absinthia's acclaimed products, including Absinthia Absinthe Verte, winner of the 2022 Sunset Magazine Double Gold and Best Liquor awards, Absinthia Absinthe Bleue is an exciting addition to mixology.