


*Welcome!*

# **ALEXANDRE ROBIN**

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# Agenda

**1**

WHAT MAKES  
GIFFARD SPECIAL?

**2**

GIFFARD'S VALUES

**3**

THE LIQUEUR  
PRODUCTION

**4**

SYRUPS &  
FRUITS FOR MIX

**5**

2023 : NEW PRODUCT !

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DEPUIS 1885

**GIFFARD**

FRANCE

*What makes Giffard special?*

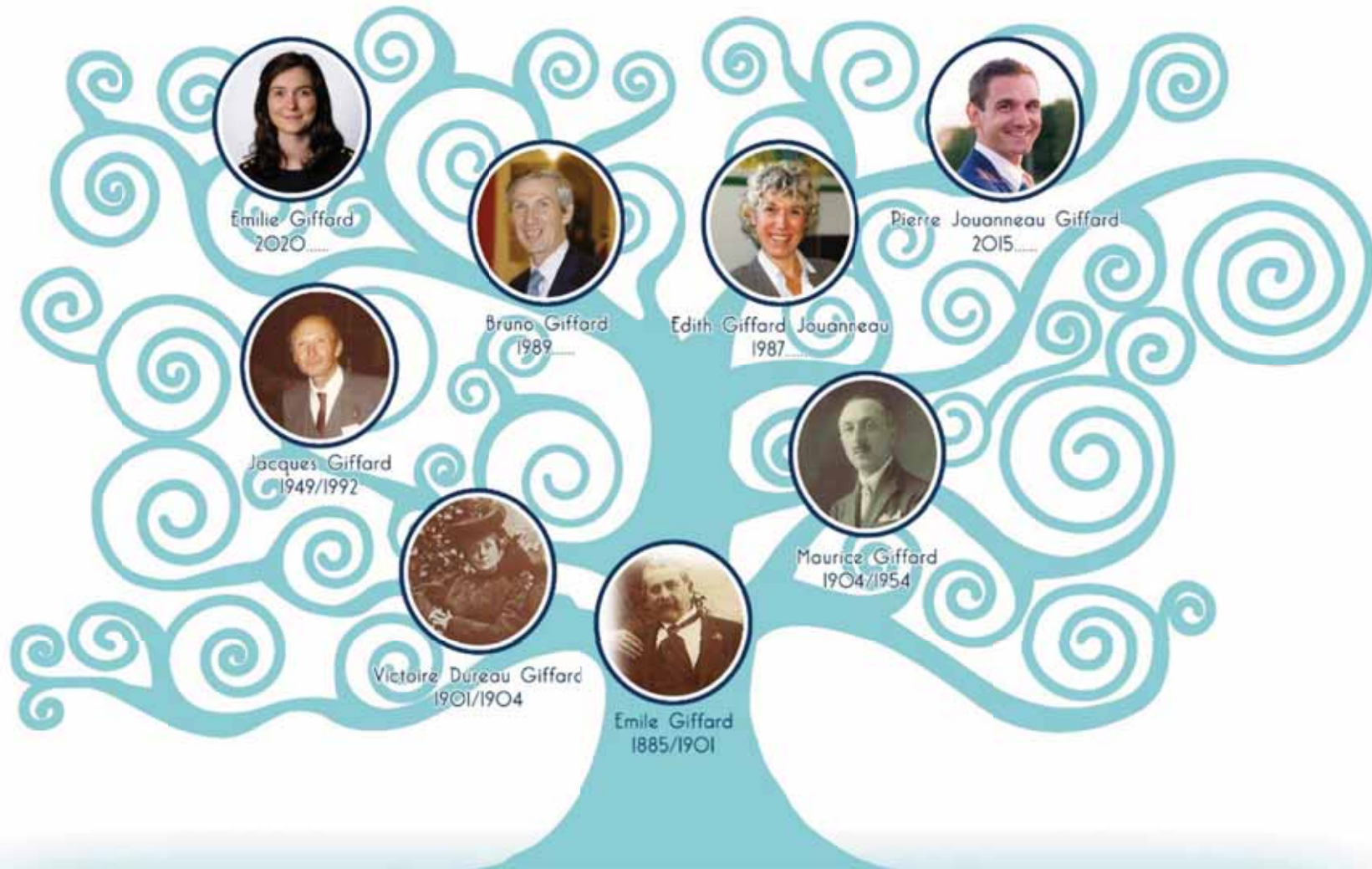
*A bit of history...*

## **WHAT IS GIFFARD ?**

A French family-owned business, born and raised in Angers, crafting flavours for 140 years through liqueurs & syrups.



# FRENCH KNOW-HOW FOR 5 GENERATIONS



# EMILE GIFFARD

A pharmacist who became a creative liquorist...



# PLACE DU RALLIEMENT

Center of Angers



# OUR DNA & VISION



Mixability



Quality



Naturality



# SOME AWARDS

- Top 3 Best selling brand & top 5 trending brand (Drinks International 2021)
- Top 3 Best selling brand (Drinks International 2022)
- Top 4 Best Trending Brand (Drinks international 2023)
- Concours Général Agricole de Paris
- Internationaler Spirituosen Wettbewerb (ISW)
- Fizz Awards
- Liqueur Masters (Spirits Business)
- San Francisco World Spirits Competition
- Hong Kong International Wine & Spirits Fair
- Mixology Bar Awards
- International Spirits Challenge



*It all began with...*

## **MENTHE PASTILLE**



- Giffard's first product - 1885
- The staple of the range
- Clear premium peppermint liqueur, heavy menthol aroma, intense taste and long-lasting finish

# BLACK MITCHAM MINT



## ORIGIN

England

## SOURCE

Angers (Chemillé)

## FAMILY

Peppermint

## PROFILE

Aromatic, fresh, intense



# MENTHE-PASTILLE



1885



Post WW2



1970s



Today



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*Giffard's values*

*Giffard's values*

## **SUSTAINABILITY**



- o Local ingredients : 65% from French local producers
- o No plastic packaging for syrup : 70% recycled glass
- o Glass weight reduction : 405 tonnes of glass saved = -146 Tonnes of Co2 in 2022
- o 89 % of fruit wastage reused : transformation into compost
- o Solar panel installation : 20% renewable energy with a target of 100% by 2025

# SOCIAL AWARENESS

- Supporting the 1001 Fontaines NGO since 2015
- 59 000 children per year had got full year water supply in 58 schools in Cambodia





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*The Liqueur production*



# WHY IN FRANCE ?

ACCESS TO ALCOHOL

ACCESS TO SUGAR

ACCESS TO FRUITS

POWERFUL COURTS  
& ROYAL FAMILIES

PHARMACEUTICAL KNOWLEDGE



*What is a liqueur?*

## **LIQUEURS NOWADAYS**

- By French & European law, a liqueur must be :

**EXTRACTION OF FRUITS, PLANTS, SEEDS, SPICES + ALCOHOL + SUGAR**

- Sugar content :

**LIQUEUR : MIN. 100G/L**

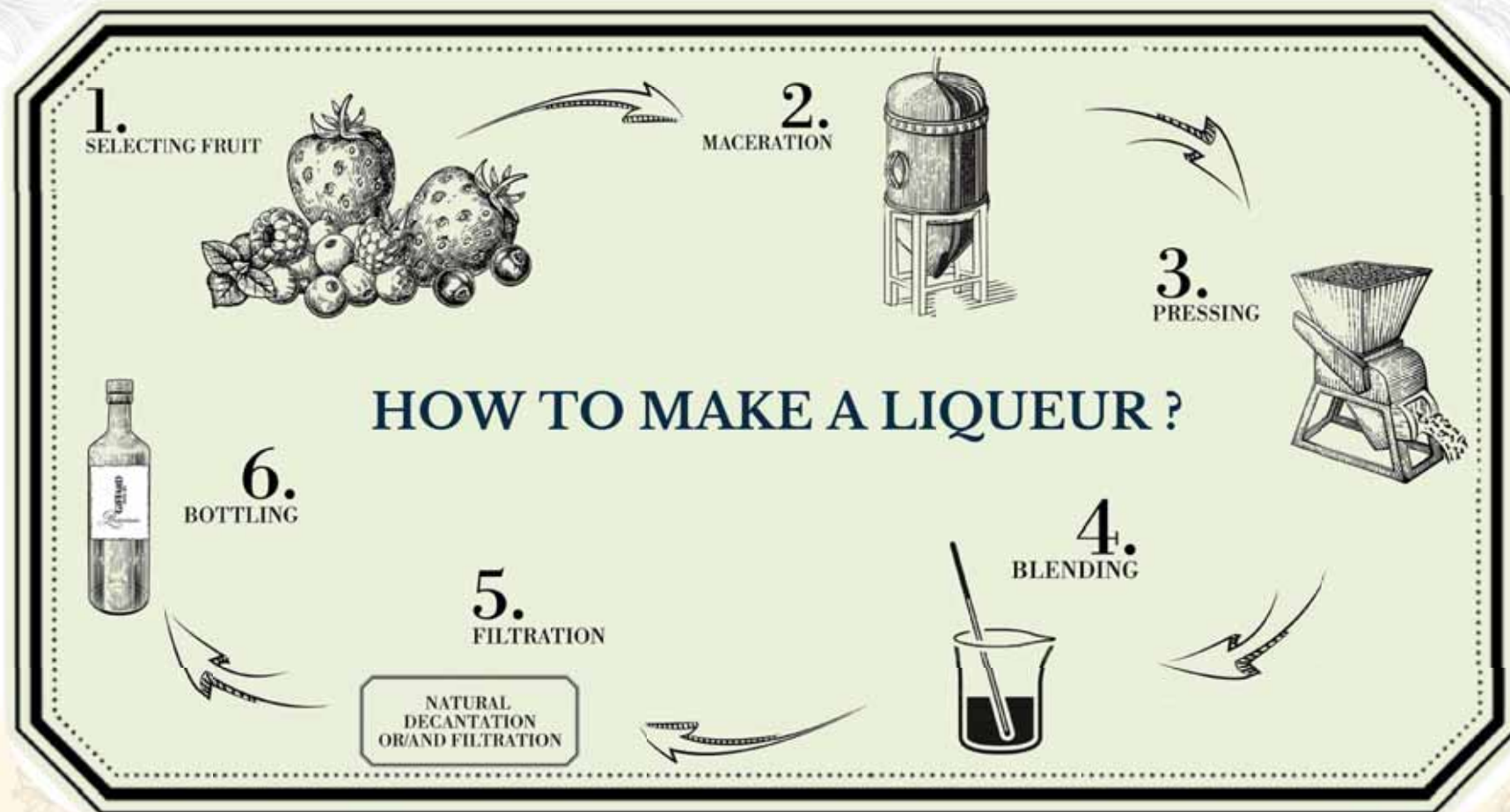
**CRÈME : MIN. 250G/L**

**CRÈME DE CASSIS : MIN. 400G/L**

- Minimum 15% ABV



# THE ART OF FLAVOUR





Smooth Cayenne  
(South America /  
Africa)



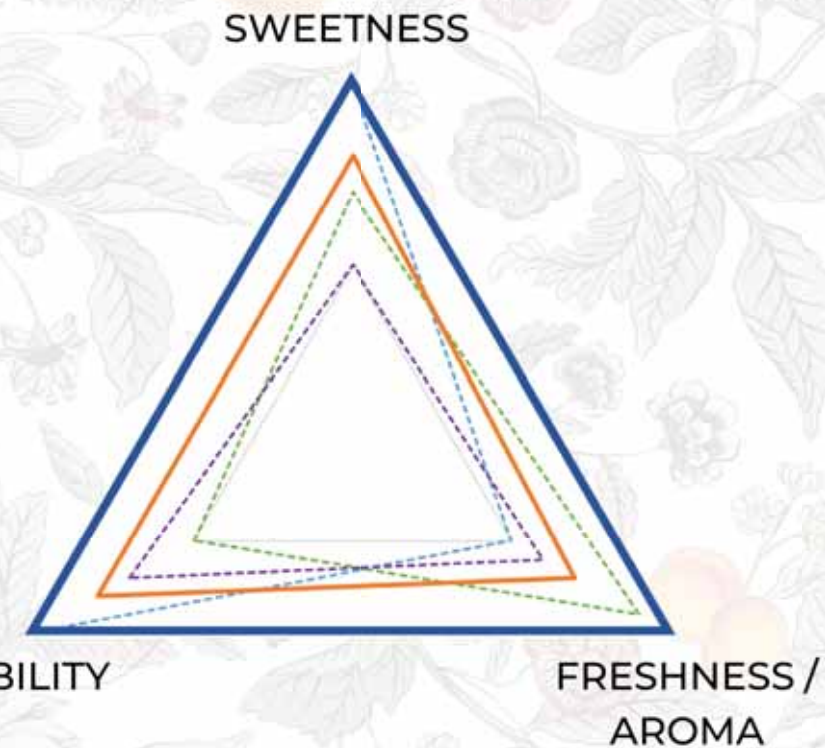
Victoria  
(La Réunion)



Golden  
(Caribbean /  
Costa Rica)



Sugar Loaf  
(Africa / Bénin /  
Togo)



# FRUIT SELECTION

The best ingredient is always FLAVOUR





FROZEN

Instant freezing at  $-40^{\circ}\text{C}$  to preserve all the quality of the ripe fruit and preserve their best expression (*berries*)



CANDIED

Candied in sugar  
(*pineapple*)



COMPONENT?

- Peels
- Leaves
- Stones
- All of the above



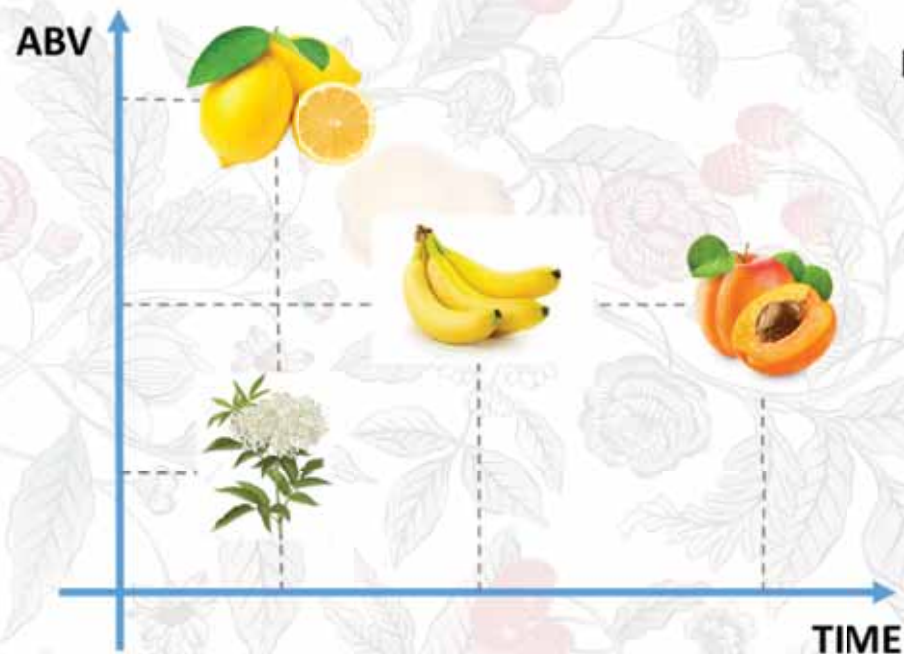
FORM

- Plain fruit
- Purée
- Crushed
- Quarter / Size?

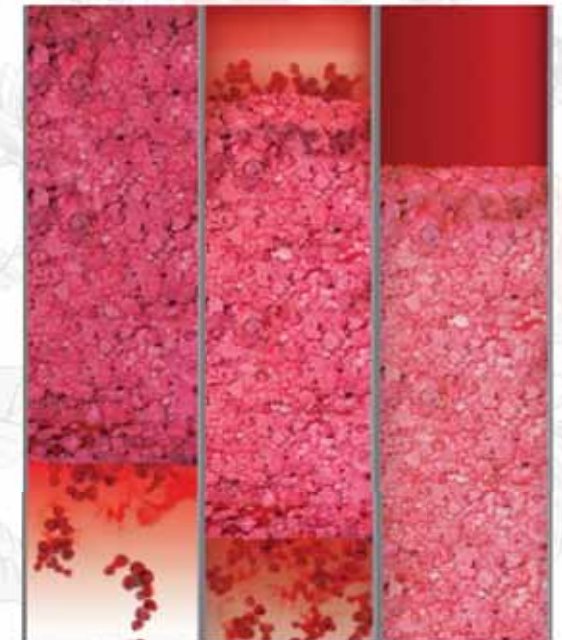
# FROM FRUIT TO LIQUEUR

# FLAVOUR EXTRACTION

Fruits are placed in vats with neutral French sugar beet alcohol. A slow exchange takes place between the fruits and alcohol absorbing the flavour and colour from the fruits.



Maceration time ranges from 24h to 3 months depending on the fruit and ABV.









INFUSION + SUGAR BEET SYRUP + OTHER AROMATIC INGREDIENTS SUCH AS



SPICES



SPIRITS



JUICES

After blending, the liqueur is carefully filtered through cellulose sheets. Every batch goes through final tasting to ensure quality and consistency of the products and then gets bottled.

**BLENDING, FILTRATION, TASTING**

## Premium Liqueurs

Complex liqueurs with unique origins and/or specific varieties

ABRICOT DU ROUSSILLON	25%	70 cl
BANANE DU BRÉSIL ET DES Caraïbes	25%	70 cl
CARIBBEAN PINEAPPLE	20%	70 cl
CASSIS NOIR DE BOURGOGNE	20%	70 cl
CURAÇAO TRIPLE SEC	40%	70 cl
FLEUR DE SUREAU SAUVAGE	20%	70 cl
FRAMBOISE DE RONCE	18%	70 cl
GINGER OF THE INDIES	25%	70 cl
PIMENT D'ESPELETTE	40%	70 cl
VANILLE DE MADAGASCAR	20%	70 cl



## Classic Liqueurs

From bar staples to more original flavours, the perfect range for bartenders

APRICOT	25%	30 cl	70 cl	1 L
AMARETTO	25%	30 cl	70 cl	
BANANA	25%	30 cl	70 cl	
BLEU CURAÇAO	25%	30 cl	70 cl	1 L
CARAMEL TOFFEE	18%	30 cl	70 cl	
CHERRY	25%	30 cl	70 cl	
COCONUT	16%	30 cl	70 cl	
COFFEE	25%	30 cl	70 cl	
CREME DE CACAO (BROWN)	25%	30 cl	70 cl	
CREME DE CACAO (WHITE)	25%	30 cl	70 cl	
CREME DE MENTHE (GREEN)	21%	30 cl	70 cl	
LIQUOR	18%	30 cl	70 cl	
MANDARINE	25%	30 cl	70 cl	
MANASCHEWITZ	25%	30 cl	70 cl	
MELON (GREEN)	20%	30 cl	70 cl	
ORANGE CURAÇAO	25%	30 cl	70 cl	
PURAT AMBUR	25%	30 cl	70 cl	
PURAT TRIPLE SEC	25%	30 cl	70 cl	
PURAT TRIPLE SEC	25%	30 cl	70 cl	
POMMEGRANATE	16%	30 cl	70 cl	
RAISIN	20%	30 cl	70 cl	
SCUR APPLE	18%	30 cl	70 cl	
TRIPLE SEC	25%	30 cl	70 cl	1 L
WATERMELON	20%	30 cl	70 cl	
WILLIAM PEAR	25%	30 cl	70 cl	



## Crèmes de Fruits

Authentic and mouth-watering flavours

BLACKBERRY	16%	50 cl	70 cl	1 L
BLUEBERRY	16%	50 cl	70 cl	
CASSIS ANJOU	16%	50 cl	70 cl	1 L
CASSIS IMPERIAL	18%	50 cl	70 cl	
CHERRY	16%	50 cl	70 cl	
CHERRY PLUM	16%	50 cl	70 cl	
CHESTNUT	16%	50 cl	70 cl	
PASSION FRUIT	16%	50 cl	70 cl	
PEACH	16%	50 cl	70 cl	1 L
PINK GRAPEFRUIT	16%	50 cl	70 cl	
RASPBERRY	16%	50 cl	70 cl	
ROSE	16%	50 cl	70 cl	
VINEPEACH	16%	50 cl	70 cl	
VIOLET	16%	50 cl	70 cl	
WILD STRAWBERRY AND STRAWBERRY	16%	50 cl	70 cl	





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*Syrups & Fruit for Mix*

*What is a syrup?*

## **SYRUPS NOWADAYS**

- A syrup is a sweet, non-alcoholic concentrate consisting of a sugar base with fruit juice and/or flavourings and water
- By law, syrups must contain :

**SUGAR : MIN. 692G/L**

**FRUIT JUICE OR CONCENTRATE : MIN. 10%**



# OUR SYRUP HERITAGE



Citronnade & Orangeade from 1910

# FRENCH REGULATIONS

- Décret 92-818 -

- o Minimum sugar content : 55% (50% for citrus)  
If the content is inferior to that, the product falls into the concentrates category
- o Minimum juice content (for juice-based syrups) : 10% (7% for citrus)
- o Grenadine syrup : red fruit/berry juice and vanilla (or extracts) / lemon juice might be added



# SYRUPS FABRICATION PROCESS



## 1 · Ingredients selection

« The best ingredient is always flavour »

Selected keeping simplicity and naturality in mind.

- . Concentrated fruit juice
- . Natural flavouring
- . Colouring
- . Stabilising agent only if necessary

## 2 · Sugar syrup preparation

- . Sugar extracted from French sugar beetroot
- . Filtered water from our area, which the main river is the Loire, registered in UNESCO World Heritage list

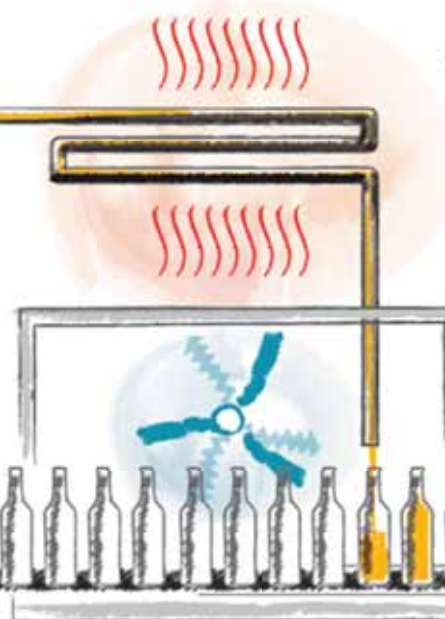


## 3 · Blending



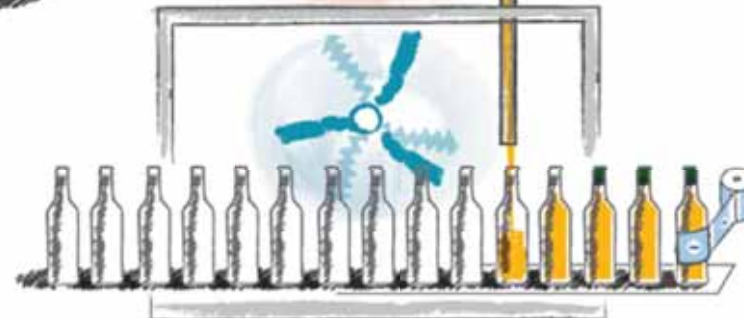
## 4 · Pasteurization

Preservation process consisting in heating mildly (-100°C) a product for a few seconds



## 5 · Bottling & labelling

Bottling hot and under controlled atmosphere to guarantee product safety



## GIFFARD SYRUPS

### Fruits & Plants

Our fresh and fruity selection from nature

ANISE	1L
APRICOT	1L
BARBANA	1L
BASIL	1L
BLACKBERRY	1L
BLACKCURRANT	1L
BLOOD ORANGE	1L
BLUEBERRY	1L
BLUE CURAÇAO	1L
CANE SUGAR (BROWN)	750 ml
CANE SUGAR (WHITE)	750 ml
CHERRY	1L
CHERRY PLUM	1L
COCONUT	1L
Cranberry	1L
CUCUMBER	1L
ELDERFLOWER	1L
FIG	1L
GREEN APPLE	1L
GRENADINE	750 ml
GUAVA	750 ml
GUIN	1L
HIBISCUS	1L
ICE MINT	1L
JASMINE	1L
KWV	1L
LAVENDER	1L
LEMON	1L
LEMON (ACID)	1L
LEMONGRASS	1L
LIME	1L
LYCHEE	1L
MANGO	1L
MELON	1L
MINT	1L
MOJITO	1L
PASSION FRUIT	1L
PEACH	1L
PEAR	1L
PINEAPPLE	1L
PINACOLADA	1L
PINK GRAPEFRUIT	1L
POMEGRANATE	1L
QUINCE	1L
RASPBERRY	1L
RHUBARB	1L
ROSE	1L
RUM FLAVOUR	1L
SANDRIA	1L
STRAWBERRY	1L
VIOLET	1L
WATERMELON	1L
WHITE PEACH	1L
WOODRUFF	1L



## Confectionery, Nuts & Spices

Our flavours for casual drinks

AMARETTO	1L
BUBBLE GUM	1L
CARAMEL	1L
CHAI TEA	750 ml
CHESTNUT	1L
CHILI	1L
CHOCOLATE (BROWN)	1L
CHOCOLATE (WHITE)	1L
CHOCOLATE COOISE	1L
CINNAMON	1L
CREME BRÛLÉE	1L
FRENCH NOUGAT	1L
GINGER	1L
GINGERBREAD	1L
HAZELNUT	1L
HONEY	1L
IRISH	1L
MACADAMIA NUT	1L
MATCHA GREEN TEA	750 ml
OREGAT	1L
PISTACHIO	1L
SALTED CARAMEL	1L
SPECULOOS	1L
TOFFEE NUT	1L
VANILLA	1L



## Specialities

Creative products fitting market trends

AGAVE ORGANIC	70 cl
BITTER CONCENTRATE	1L
EGG WHITE	70 cl
FALERNUM	1L
BLACK TEA CONCENTRATED BASE	1L
GREEN TEA CONCENTRATED BASE	1L
LEMONADE BASE	1L





# GIFFARD FRUIT FOR MIX

Fruit, Flavour, Texture  
and Colour for a tasty  
experience and a vibrant visual

## *Fruit* FOR MIX

BANANA	1L
BLUEBERRY	1L
COCONUT	1L
MANGO	1L
PASSION FRUIT	1L
PEACH	1L
RASPBERRY	1L
STRAWBERRY	1L
PINEAPPLE	1L
SOUR APPLE	1L



- 10 intense flavours to boost texture, fruit content and visual attractivity
- High fruit content (40% to 64%)

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FRANCE

2023: *Alcohol Free Liqueurs*





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**THANK YOU !**

Any questions?



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