

DISTILLERIE
Des
- ALPES -

ALPINE TRADITION SINCE 1883

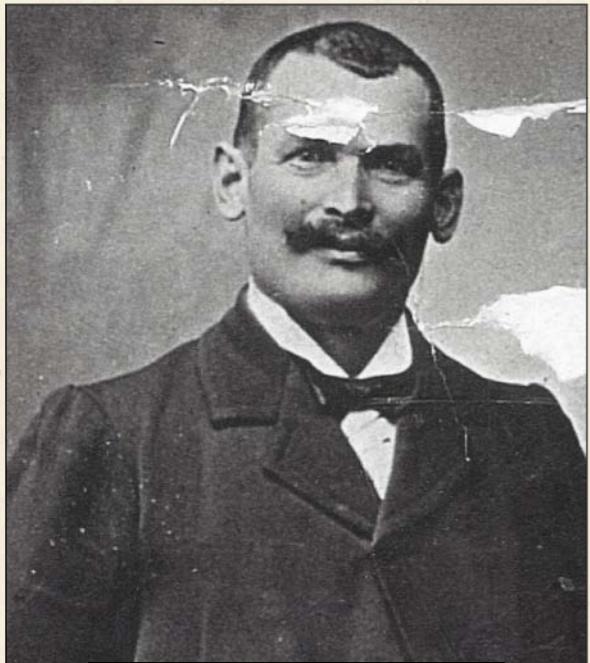


Distillerie des Alpes, Maison Routin's Spirits Division

DISTILLERIE DES ALPES: MORE THAN 130 YEARS OF EXPERTISE IN THE HEART OF THE FRENCH ALPS

A modest enterprise with unlimited zeal. From one era to the next, overcoming countless obstacles, the company has never lost sight of its founding spirit, Philibert Routin's desire to invent.

Always high quality standards, always the taste for authenticity.



1883

ONE MAN'S VISION, PHILIBERT ROUTIN

Vermouth Routin was born in 1883 when **Philibert Routin**, a brilliant **herbalist**, devised a unique mix of more than 24 plants and spices. Visionary, inventive, exacting, the young distiller quickly made a name for himself as the foremost aromatic expert in the Alps. In spite of fierce competition, Vermouth Routin proved just the right recipe to endure. 130 years later, it still personifies the authenticity of the very first French Vermouths.

EXPERTISE, HIGH STANDARDS AND CREATIVITY

In a notebook, kept securely in a safe to this day, Philibert meticulously wrote down the secret recipes for his creations. His cabinets overflowed with herbs and roots, barks, and powder made from dried flowers. Out of his laboratory originated elixirs with subtle aromatic nuances and liqueurs bursting with flavor. **Philibert Routin had flair, imagination and know-how.** Following the famous Vermouth that made his name, Génépi l'Ancienne, created in 1893, also established itself as one of the most popular drinks in the Alps.



THE 1950s: NEW HORIZONS

In the middle of the 20th century, prolific dam construction and the rise in mountain tourism transformed the Alps. Cities grew richer. Tourists started flocking to the Alps to enjoy a winter-sports wonderland, always returning home with a bottle of Vermouth or Génépy in hand, purchased at a small mountain boutique. At the forefront of regional alcohols, the booming Distillerie expanded, restructured, and ventured overseas.



THE 2000s: COMBINING TRADITION AND INNOVATION

Distillerie des Alpes celebrated its 120th anniversary in 2003. The following decade was marked with progress and development, as the company used its distillation and blending expertise to expand its product offerings. The Distillerie consolidated its position as the leader in **plant selection and aromatic blends**.



TODAY

A BRAND NEW IMAGE, THE SAME FOUNDING SPIRIT

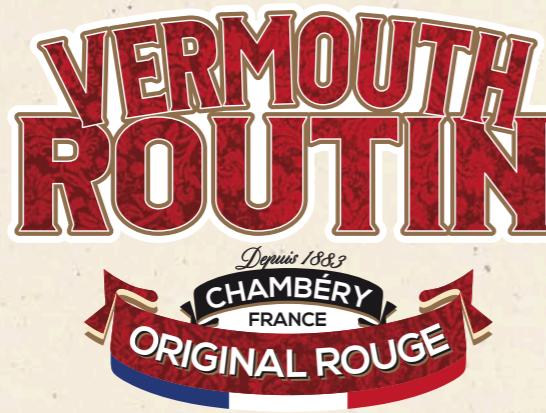
Reinventing itself, preserving a unique heritage and expertise spiced up with modernity, such are the stakes for the Distillerie. A new image is born that proudly upholds **130 years of alpine tradition**.

DISTILLERIE
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ALPINE TRADITION SINCE 1883



VERMOUTH ROUTIN ORIGINAL ROUGE: THE DISTILLERIE'S HISTORIC RECIPE



CREATED IN THE ALPS IN 1883

An emblematic specialty of the Alps, Vermouth Routin was created in Chambéry, in the Duchy of Savoy, in 1883. The historical brand bears the name of its creator. For more than 130 years, Routin has continued to follow his original recipe. Vermouth Routin Original Rouge was the first recipe ever created by Philibert Routin and remains the hallmark of his legacy.

A UNIQUE RECIPE AND PRODUCTION PROCESS

Vermouth Routin Original Rouge is made with a perfect blend of 24 herbs and spices that are macerated for up to four weeks in Vin de Savoie, made from Jacquère, a grape variety local to the region. To the resulting wine infusion, we add Sauvignon Blanc. Vermouth Routin Original Rouge owes its distinct flavor to a unique aging process. The finished Vermouth is added to oak wine barrels made with wood from the Tronçais Forest to rest for six months. To reach the desire balance for the final bottling, aged Vermouth is blended with unaged Vermouth in equal parts.

APPEARANCE:
Light brownish red,
claret color

AROMA:
Light and floral start,
turning to darker notes of
demerara and toffee.

PALATE:
Burst of quinine with baking
spices, dried figs, and
bourbon prevailing. Vanilla
lingers pleasantly in the
background.

FINISH:
Sweetness fades to
savory, piquant bitterness,
with coriander seed and
wormwood.

ABV: 16,9%

SUGAR RATE: 110g/L

KEY BOTANICALS INCLUDE:
Wormwood, Coriander, Clove, Lavender,
Bourbon Vanilla Beans

IDEAL IN CLASSIC COCKTAILS

Vermouth Rouge is an indispensable ingredient for many classic cocktails, and with its rich notes of spices and wormwood, Vermouth Routin Original Rouge imparts a robust character to a cocktail, working seamlessly with all base spirits and bitters.



APPLICATIONS & RECIPES VERMOUTH ORIGINAL ROUGE IN COCKTAILS

Vermouth Routin Original Rouge is traditionally consumed straight up, on the rocks, garnished with a zest or slice of orange.

It also mixes well in cocktails:



AMERICANO COCKTAIL

Long Drink- Tumbler Glass

INGREDIENTS

1.5 oz. Vermouth Routin Original Rouge
1.5 oz. Italian bitter liqueur
3 oz. club Soda

PREPARATION:

Combine ingredients in a collins glass filled with ice. Stir gently and garnish with an orange slice or peel.



MEZCAL NEGRONI

Short drink - Martini Glass

INGREDIENTS

1 oz. Vermouth Routin Original Rouge
1 oz. Espadin Mezcal Joven
1 oz. Italien bitter liqueur

PREPARATION:

Combine all ingredients into a rocks glass with ice. Stir until cold. Garnish with an orange peel.

THE DISTILLERIE'S RECOMMENDATION

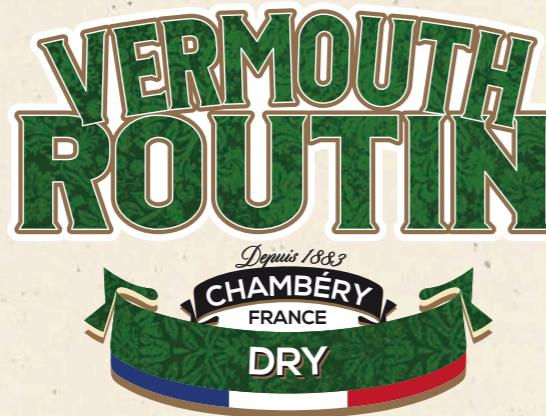
With chocolate and dried fruit or nuts (almonds, hazelnut), the Vermouth Routin Original Rouge will delightfully enliven the end of any meal.

- DID YOU KNOW? -

The red Vermouth, often referred to as "sweet Vermouth", is almost 4 times sweeter than dry Vermouth.



VERMOUTH ROUTIN DRY: MORE THAN 100 YEARS OF EXCELLENCE



THE HISTORIC RECIPE INSPIRED BY PHILIBERT ROUTIN

Vermouth Routin Dry proudly bears the name of its inventor, Philibert Routin. For more than a century, Distillerie des Alpes maintained its longstanding tradition of his original recipe.

A UNIQUE BLEND OF 17 PLANTS

Vermouth Routin Dry is made with a perfect blend of 17 plants, flowers and spices that are macerated for up to four weeks in Vin de Savoie made from Jacquère, a grape variety local to the Savoie region. To the resulting, French Sauvignon blanc is added to reach the desired balance.

APPEARANCE:
Pale yellow hue

AROMA:
Lemon peel, eucalyptus, and rose petals are prominent, along with a hint of thyme

PALATE:
Lemon and rose continue. Wormwood and rosemary are prominent, along with a hint of thyme

FINISH:
Light and elegant. Wormwood lingers as lemon and rose fade into savory herbs.

ABV: 16,9%

SUGAR RATE: 24g/L

KEY BOTANICALS INCLUDE:
Wormwood, Rosemary, Rose petals, Bitter almonds, Juniper Berries

AN EXCEPTIONAL INGREDIENT FOR COCKTAILS

As an indispensable ingredient in many classic cocktails, most notably the Dry Martini, Vermouth Routin Dry's light body, floral aroma, and complex, savory flavor stand up to both bolder London dry and the newer, floral and citrus-forward styles of gin.



APPLICATIONS & RECIPES VERMOUTH DRY IN COCKTAILS



GENEPY MARTINI

Short drink- Martini glass

INGREDIENTS

2 oz. London dry gin
1 oz. Vermouth Routin Dry
.5 oz. Genepy L'Ancienne

PREPARATION

In a mixing glass, stir ingredients together with ice and strain into chilled cocktail glass. Garnish with lemon peel.



SAVOIE COOLER

Long drink - Tumbler glass

INGREDIENTS

1.5 oz. Vermouth Routin Dry
.5 oz. Pamplemousse Rose liqueur
1.5 oz. Dry sparkling wine
1.5 oz. Club Soda
1 dash Angostura bitters

PREPARATION

In a collins glass filled with ice, combine all ingredients. Stir gently. Garnish with a lemon twist.

THE DISTILLERIE'S RECOMMENDATION

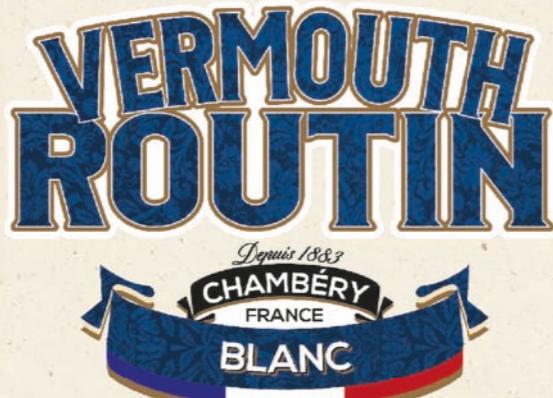
Served with a zest or slice of pink grapefruit, it will make all of your summer drinks shine.

- DID YOU KNOW? -

Vermouth Routin Dry has won several awards including a gold medal during the 1902 World's Fair in London.



VERMOUTH ROUTIN BLANC: A UNIQUE AROMATIC BLEND



A SECRET RECIPE INSPIRED BY THE PASSION OF ITS INVENTOR

High-standards and passion are the main ingredients in Vermouth Routin Blanc, an original recipe by Philibert Routin, invented in 1894 and kept a closely guarded secret in a safe in his name.

AN EXCLUSIVE BLEND OF FRENCH WHITE WINES AND 18 PLANTS AND SPICES

Vermouth Routin Blanc is made with a perfect blend of 18 plants, flowers, and spices that are macerated for up to four weeks in Vin de Savoie made from Jacquère, a grape variety local to the Savoie region. To the resulting infusion, French sauvignon blanc wine is added to reach the desired balance.

APPEARANCE:
Opalescent straw color

AROMA:
Bright citrus, and floral notes; elderflower with hint of thyme

PALATE:
Round green melon, lychee flesh and orange peel are joined by chamomile.

FINISH:
Fresh and lively, yet balanced. Thyme, wormwood, and clove combine for a slightly spicy, savory finish

ABV: 16.9%

SUGAR RATE: 110g/L

KEY BOTANICALS INCLUDE:
Wormwood, Vanilla, Thyme, Cinnamon, Elderflower

IDEAL AS AN APERITIF OR IN COCKTAILS

Vermouth Routin Blanc bridges the gap between sweet and dry with its light body, citrus, and floral notes. With its subtle herbal and spicy notes, Routin Blanc complements gin in a classic cocktail just as readily as mezcal or calvados, all white standing on its own when served long with a little club soda and grapefruit peel.



APPLICATIONS & RECIPES VERMOUTH BLANC IN COCKTAILS



EASY STREET

Long Drink - Wide-mouthed glass

INGREDIENTS

1.5 oz. Gin
1 oz. Vermouth Routin Blanc
.5 oz. Triple sec
2 dashes Grapefruit bitters

PREPARATION

In a mixing glass, stir ingredients together with ice and strain into a chilled cocktail glass. Garnish with a lemon peel.



PÉRUVIEN

Short Drink - Julep cup

INGREDIENTS

1.5 oz. Pisco
.75 oz. Vermouth Routin Blanc
.75 oz. Lime Juice
.5 oz. Fresh pineapple juice

PREPARATION

Pour the ingredients into a shaker with ice. Shake vigorously. Double strain into chilled coupe. Garnish with a lime wheel.

THE DISTILLERIE'S RECOMMENDATION

Unopened bottles of Vermouth should be stored like any spirit, in an upright position. Once opened, refrigerate the bottle.

- DID YOU KNOW? -

Historians explain that Vermouth was probably invented by Hippocrates, who marinated wormwood and dittany flowers in wine. The word vermouth comes from the German word «wermut» or wormwood (absinthe).

GENEPI L'ANCIENNE: AN EMBLEMATIC PRODUCT FROM THE ALPS

GÉNÉPI DE SAVOIE **L'ANCIENNE**

GENEPY, AN ALPINE PLANT WITH A UNIQUE TASTE

Genepy liqueur is made using one of the most well-known aromatic plants in the Alps, the Genepy plant, which belongs to the Artemisia genus of alpine plants. Commonly referred to as simply "Genepy", the growth in mountain tourism and winter sports transformed this liqueur into a symbol of the French Alps.

AN EXCLUSIVE AGING AND DISTILLATION PROCESS

Created in 1893, Génépi l'Ancienne is the fruit of the Distillerie's century-old expertise. A careful selection of Genepy strands, as well as the skill and expertise to time the distillation and maceration process perfectly, enhance the plant's intense and subtle flavours and avoid any bitterness.

TRADITIONAL KNOW-HOW TO PRESERVE THE AROMAS

In 1998, concerned with preserving his know-how and with reviving traditional distilling techniques, Distillerie des Alpes recommissioned its oldest still, built in 1901 and which had remained inactive for more than 50 years. This still leaves the plants intact during the fabrication process, providing Génépi l'Ancienne with its unique, traditional-liqueur taste.



APPLICATIONS & RECIPES GENEPI L'ANCIENNE IN COCKTAILS

While traditionally enjoyed as an after-dinner drink, Génépi l'Ancienne is often served before dinner, chilled without ice in a taster or shot glass. It can also be mixed into outstanding cocktails.



GN'P

Long drink - Tumbler glass



INGREDIENTS

1 1/3 oz. Génépi l'Ancienne
1/2 oz. 1883 Pink Grapefruit Syrup
1 1/3 oz. Apple juice
2 oz. Tonic water

PREPARATION

In a tumbler glass filled with ice, pour in all of the ingredients, the tonic water last. Stir to evenly mix the ingredients. Garnish with a slice of pink grapefruit.



ALPINA BELLINI

Long Drink - Flute

INGREDIENTS

1 oz. Genepy l'Ancienne
.5 oz. Peche de Vigne Liqueur
.75 oz. Lemon Juice
.25 oz. Honey
3 oz. dry sparkling white wine

PREPARATION

In a shaker with ice, combine all ingredients except sparkling white wine. Shake the contents and strain into a large coupe glass. Top with sparkling white wine. Garnish with a lemon peel.

- DID YOU KNOW? -

Génépi l'Ancienne won a gold medal during the world spirits selection in Geneva in 1978.



PASTIS DES ALPES:
ANISE-FLAVOURED SPIRIT
MADE WITH PLANTS FROM THE ALPS



**PASTIS
DES ALPES**

— GENEPI & VULNERAIRE —

PASTIS, A TRULY FRENCH DRINK

Festive and easy-going, Pastis is the quintessential before-dinner drink of the French. Nicknamed the «vacation drink,» it is traditionally consumed chilled, mixed with 6 to 8 parts water and ice. It is also used to prepare a wide variety of cocktails.

**PASTIS DES ALPES, 40 YEARS
OF KNOW-HOW FOR A TRULY
EXCEPTIONAL PASTIS**

For more than four decades, Distillerie des Alpes has been producing a complex, very aromatic Pastis through a unique maceration and infusion process.

**AN EXCLUSIVE RECIPE MADE WITH
PLANTS FROM THE ALPS**

The predominant anise and liquorice flavours, typical of Pastis, are enhanced through an intelligent mix of more than twenty plants and spices, including Genepi and kidney vetch, two emblematic plants from our home mountains. Their subtle tones provide this exceptional Pastis with its unparalleled taste.



**APPLICATIONS & RECIPES
PASTIS
DES ALPES
IN COCKTAILS**



WHITE FAIRY COCKTAIL

Short Drink - Martini glass

INGREDIENTS

1 oz. Pastis des Alpes
2/3 oz. Water
2/3 oz. Lemon juice
1/2 egg white
2 dashes of Aromatic bitters

PREPARATION

Place all of the ingredients into a shaker, and then shake the mix without ice to emulsify the egg white. Add ice and then shake the mix again. Filter into a pre-chilled martini glass. Garnish with a brandied cherry and a lemon peel.



MAURESQUE MAI TAI

Short Drink - Old fashioned glass

INGREDIENTS

2/3 oz. Pastis des Alpes
2/3 oz. 1883 Almond Syrup
2/3 oz. Cuban white rum
2/3 oz. Amber cane juice rum
2/3 oz. Lime juice
2 dashes of orange blossom

PREPARATION

Pour the ingredients into a shaker. Fill with ice and then vigorously shake the mix. Filter into an old fashioned glass. Add shaved ice. Garnish with a sprig of mint and almonds.

- DID YOU KNOW? -

The name «Pastis» comes from the Franco-Provençal word «pastisson» and the Italian «pastiche,» a synonym for mix or mixture.



Since 1883, Distillerie des Alpes has been committed to carrying on the traditions established by the original recipes from the Alps. The subtle mix of plants, fruits, spices, and flowers delightfully reproduces the authentic scents and flavours that come from deep within the high mountain valleys of the Alps.

Applying high standards and passion when working with local ingredients, following original recipes while constantly reinventing ourselves, this is the secret of our expertise, the ability to ensure that our traditions remain so uniquely modern.

EXPORT SALES CONTACT

Products from Distillerie des Alpes are distributed internationally by MAISON ROUTIN. Contact us at: export@routin.com

DISTILLERIE
Des
-ALPES-

ALPINE TRADITION SINCE 1883



LA GAZETTE

Chambéry

A l'Apéritif

"UN ROUTIN"

le véritable VERMOUT DE CHAMBERY

Téléphone 6-75



THE ORIGIN OF VERMOUTH

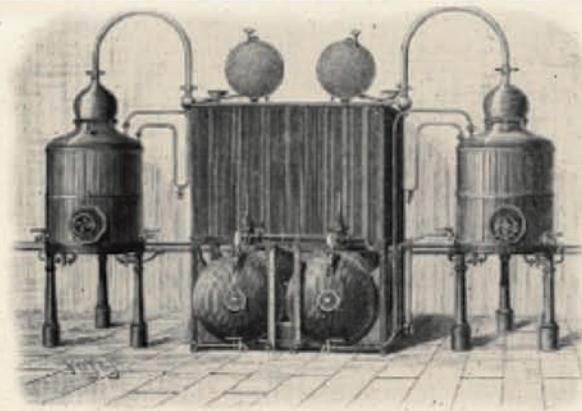
Following the division of the Duchy of Savoie (a formerly independent duchy) between France and Italy in the 19th century, the cities of Chambéry and Turin argued for years about the birthplace of Vermouth. However, the name «Vermouth» is indeed from Turin, invented in 1786 by Antonio Benedetto Carpano based on a recipe for a German aperitif made with wine and «Wermut» («wormwood» or «Absinthe» in German).

MARKETING BEFORE ITS TIME

Leon Routin was a great rugby player. When the team from Chambéry won the French National Rugby Championships in 1933, the entire city of Chambéry celebrated, and a jubilant crowd gathered in front of the train station to welcome the victors. Leon Routin offered the players a keg of Vermouth painted in team colours. The rugby team henceforth bore the nickname, «Vermouthiers».



Inside the distillery. Photo: Maison Routin archives



In 1998, concerned with preserving its historic know-how and reviving traditional methods of production, the Distillery recommissioned its old still, built in 1901, and which had remained inactive for more than 50 years.

RECOMMENDATIONS FOR STORAGE

* *** *

As with all of our liqueurs, Genepy should be stored in a cool, dark, and dry location.



-GLACIAL LEGEND-



For more than four decades, the Distillerie des Alpes has been producing a truly unique Pastis with flavours from our home mountains. Legend tells that in the beginning, alpinists originally chiselled ice cubes straight from the glaciers, where the frozen form of water is its purest.

GÉNÉPI L'ANCIENNE

resolves all digestive problems and chills

1930s ADVERTISING

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH. PLEASE CONSUME IN MODERATION