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Scoup du Jour

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Fathers Day, New Liquor on the market and Travel and more

Kübler Absinthe Superieure is a well-known brand of absinthe, distilled in the Val-de-Travers region of Switzerland, also known as the birthplace of absinthe. The Blackmint Distillery and Altamar Brands, LLC has partnered to bring the first authentic Swiss Absinthe to the United States in 100 years. Kübler Absinthe was first produced in 1863 and was the first brand to be sold legally in Switzerland after the national ban on absinthe was lifted in March, 2005. The legalization of absinthe in Switzerland is largely due to Kübler's lobbying efforts The Alcohol and Tobacco Tax and Trade Bureau approved the formula for Kübler Absinthe in 2004, and approved the product for sale in the United States in May 2007 after three years of discussions among Kübler, FDA, TTB, and US Customs. These discussions between Kübler and federal agencies proved to be instrumental in opening the door for many brands of absinthe to be legally sold or produced in the United States.

In keeping with the local tradition of clandestine La Bleue, Kübler 53 is crystal clear, has no added sugar and is finished at 53% alcohol. It is very aromatic and has a deep white louche, which, in contrast to its French counterparts in Pontarlier, is brought on by a judicious use of star-anise in the formula. This absinthe is already the best-seller in Switzerland and is getting much international attention and praise. We believe that this version of Kübler deserves our attention and its place in our offerings as a fine representation of a high-quality, commercially distilled absinthe with a 'clandestine' spirit.