



INFORMATIONS BOOKLET

LA MENTHEUSE AN HUMAN AVENTURE



A range in three flavors

The company was born in 2018, from a common desire of three Languedoc friends, Lionel and Dominique Albano, and Frédéric Bion.

Epicurean, passionate about wine, having opened many beautiful addresses between Agde and Pézenas and belonging to a line of restaurateurs, Lionel had long been thinking with his wife and his lifelong friend, specialist in wines and spirits, to awaken the end of meals «staying on freshness and sweetness».

Three creams have been created: Mint with Mint, Lemon Pulp with Yuzu, and Apple Crisp with Subtle Pepper.

These three spirits were conceived as haute couture, the elaboration was a work of silversmith between the three founders and the Grap'Sud distillery, specialized in wine alcohol near Uzès.

The objective: obtain creams without additives, lighter in alcohol and more discreet in sugar to bring out the flavors. They revisit classic recipes according to current tastes and consumption patterns. They are labeled Sud de France.

LA MENTHEUSE CREAMS OF YESTYEAR

Sud de France spirits less alcoholic creators

Beyond a simple spirits company, the Mint is anchored in a philosophy Made In France and, above all, Made In Occitanie.

It is committed to producing creams of yesteryear from local craftsmanship and quality raw materials, while respecting the environment and putting at the heart of its products the human: from producers to consumers.

La Mentheuse is synonymous with sharing, conviviality and above all the French way of life.

In the space of three years, Mentheuse was able to establish itself on the French spirits market and become a reference. After a successful national installation, the team decided to launch a new challenge: to export its three creams of yesteryear internationally via the Sud de France network especially in Germany or China.





A MINT TO TASTE !

Easy and regressive consommation all the year
Vintage bottle which surfing on the coming back
of alcohol of yestyear
French fabrication, made in Occitanie, South of France

Her composition

Water, fruits sugar, wine alcohol, natural
mint aromas
Without additives and colours.
Low alcohol level: 15 %

Her colour

Transparence with frosty reflections

The tasting

An attack full of freshness, a soft texture, a
fluidity in the mouth ending with a nice mint
freshness.

Slightly sweet, strong in taste, natural, La
Mentheuse can be enjoyed on ice and/ or
added to a sparkling water





A FRESH LEMON TO BITE !

Easy and regressive consommation all the year
Vintage bottle which surfing on the coming back
of alcohol of yestyear
French fabrication, made in Occitanie, South of France

Her composition

Water, fruits sugar, wine alcohol
Lemon and Yuzu distillates, citric acid
Low alcohol level: 15 %

Her colour

Transparence with frosty reflections

The tasting

An attack full of freshness, a soft texture, a fluidity in the mouth ending with a beautiful acidity and notes of tangerine zest
Slightly sweet, strong in taste, la Pulpeuse can be enjoyed on ice and/or added to a sparkling water



FRESHNESS OF A GRANNY SMITH

Easy and regressive consommation all the year
Vintage bottle which surfing on the coming back
of alcohol of yestyear
French fabrication, made in Occitanie, South of France

Her composition

Water, fruits extracts, wine alcohol, apple
naturals aromas, pepper distillates
Low alcohol level: 15 %

Her colour

Transparence with frosty reflections

The tasting

A round attack on notes of baked apples, a
soft texture, a fluidity in the mouth ending
with a nice freshness enhanced with
pepperynotes.
Slightly sweet, elegant in August, the
Croqueuse can be enjoyed on ice or in
mixology.



COCKTAILS IDEAS



La Pulpeuse Spritz

4cl of La Pulpeuse
6cl of Proseco
Sparkling water
Ice cube



Croqueuse blossom

3cl of La Croqueuse
4cl of Rhum
1,5cl of peach sirup
2cl of lime juice
Top sparkling water



Grasshoper with la Mentheuse

3cl of La Mentheuse
3cl of Amaretto bianco
1cl of Curaçao bleu
3cl of liquid cream

And so many others...

IMPRESSIONS & MARKET TEST

Based on tastings made by us

Sweetness -
(freshness and fluidity)



15°C



24°C

45°C

Alcohol -

18°C



21°C

Alcohol +



Sweetness +
(sirupy)

THE DESIRES OF OUR CUSTOMERS

Echo in CHR, wine shops and delicatessen stores



Looking for novelty, diversification and increase in average basket



Looking for products to give and share with customers at the end of the meal.



Looking for easy cocktail to do and accessible financially.



Looking for innovations



Looking for freshness at the end of the meal, gifts ideas to give.



Looking of tastes, of nuggets to be tasted with friends, to indulge.



CONSUMER TRENDS

Global expectations that apply to spirits



Consume locally



Consume healthy



Desires of novelty
Cocktail vogue



Less sugar*
Less alcoholic*

*Based on a Nielsen Global Ingredients and Dining Out Trends survey of 30,000 Internet users in 63 countries. In France, sugar is the most boycotted food with 21% of the population avoiding it against 3% for gluten.



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