

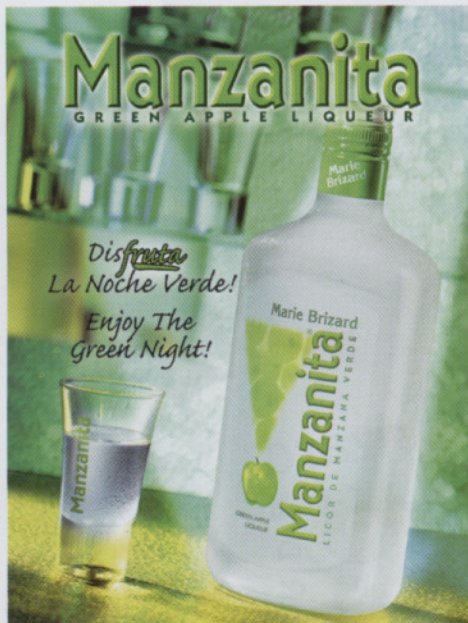
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The Business of Food and Drink in Metro New York

The Buzz

Boisset America (formerly Marie Brizard) recently introduced a wonderful new green apple liqueur which has been well received throughout the Metro area. **Manzanita** is a true alternative to the more syrupy, overly sweet apple liqueurs. Here's what some of New York's cocktail savants think about it.



*Disfruta
La Noche Verde!
Enjoy The
Green Night!*

Fred Dexheimer BLT Steaks

The products Marie Brizard makes are leagues above others, and the flavors are much better too. Manzanita is a step away from **Pucker**, it's got more green apple flavor, not syrupy, has some citrus, a little bit of spiciness, texturally it's good, nice finish. It's very good. I think this is a great product. It has a natural flavor to it, it's not synthetic. I like the cleanliness to it and it has the flavor that people are going to want without the clawing sweetness. I think you could probably use

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who likes **Gran Marnier** or **Cointreau** after a meal you could use it on its own, like **Calvados** with cheese or with tree fruit desserts. You could even serve it with soda for a more typical drink.



Fred Dexheimer

Mac McClelland Strata

I like the frosting on the bottle. It's very compact, the illustration's nice. The only complaint I have about it is the cap. When it's placed on a short and squat bottle like this it looks like a pint. But once you crack it open and put the pour spout on it, you never see it again so it doesn't matter. It's not green which is nice. It's better than the artificially colored and flavored liqueurs. I am surprised it's only 20%. Usually if it's that low it's got like a whole bunch of other stuff in it that makes it like candy. But this one isn't like candy. I'm glad it's

Manzanita

not like a novelty. I think it would be a good drink by itself or maybe something simple like **Sprite** for somebody who wants a nice relaxed drink over the course of an evening. You could use it in conjunction with something like vanilla Vodka. Or you could use it with lime. Almost make it like a key lime kind of flavor. It sort of has that tartness and that sweetness in the body. In a martini the apple doesn't take over, but it definitely takes the edge off the vodka in a nice round way. It's really good. I really enjoyed it.



Mac McClelland

Kristen McGowan & Chad Pisaneschi Shelly's

In a martini, I like that it tastes more like an infusion than something that's just been mixed. It tastes like more of an "over time" apple taste; more the skin of the apple than the sweet part. On its own, it tastes a little sweeter, but it is very drinkable as an after dinner or aperitif. I think this would pair well with sushi or any raw fish preparation. – KM



**Kristen McGowan &
Chad Pisaneschi**

It almost has like a sorbet flavor. I think it's a much better product overall than Pucker. I think it would also be good for anything sweet and sour because Pucker is far too sweet to make that happen. This you could really do a nice sweet & sour. I think it's more celebrated in its "differentness" than similarities to anything else on the market. You can do a lot more with it. – CP

Dez Su Agave

When you think of all those apple liqueur prod-

ucts they all have a very candy, false smell. Manzanita's definitely different than the green style liqueurs. It smells kind of authentic. It tastes like actual apples. It's pretty good and I'm prejudiced against stuff like this, I don't like sweet stuff. I would use it in an Appletini, absolutely. We're predominately a Tequila bar and we actually use a lot of fruit based things and purees in our margarita flavors. I've got some incredible mixologists back there and I know if you put this in their hands, they would probably go to town and make some kind of interesting Tequila based drink out of it.



Dez Su

Mario Vericiari Lea



Mario Vericiari

We got it to use with the apple martini. Marie Brizard is the product I prefer the most. Green apple is by far my favorite. When they brought it in the first time I liked the smell a lot. We use it for martinis, but it's actually pretty good by itself as well. It definitely has its own unique taste because it's not a pure apple taste. It has a sort of smoke flavor that it leaves behind. The bottle is very nice. Following **Absolut** and the other brands doing the frosted bottle makes it very flexible. It makes it appear more solid, more consistent, or you can use it with light like we do.

Tim Gleason China Club

I tasted Manzanita only because I know Marie Brizard has a great line of cordials. We tried it and found it to be superior compared to the other things on the market. It has more of a balanced apple taste throughout the cordial, less artificial, not overly sweet. It's a little bit more expensive but it's worth the increase. The value is in the superior quality of the product. I'm sure people have come in and used it for other drinks but the only thing we have it in on our menu is the Appletini. We've had Manzanita I'd say for about six months. We were using **Bols Sour Apple** and Pucker for our Appletinis but now we only use Manzanita.



Tim Gleason