## **Brand History** Marie Brizard







# The legend of Anisette



«On the 11th of January 1755, a young woman named Marie Brizard crossed the Place Royale in her hometown of Bordeaux. Thomas, a West Indian sailor from the Intrepid, lay in a corner burning up with fever. Marie took the man in and saved his life. To thank her, he gave Marie his only treasure: the secret of an extraordinarily fresh and delicious aniseed liqueur...»

ARIE BRIZ

Emisette superfit

If you believe the legend, that is how Marie Brizard Anisette was born.

The recipe, a subtle blend of 11 plants and spices that has been kept secret for over 250 years, has remained unique and unchanged.





# Marie Brizard, a woman between myth and reality



The story of a woman who took charge of a recipe with legendary origins. In 1714 Marie Brizard was born into a wealthy family of 15 children. She was devoted to charity work and **did not seem destined for a future as a businesswoman...** 

...but history recalls that her father, Pierre Brizard, owned a distillery. In those days approximately 40 liqueur-makers were operating in Bordeaux, France's leading port. Most of the country's imported spices and sugar cane, the key ingredients in Anisette, came through the city.



The precious recipe's success is what prompted Marie Brizard to become a businesswoman.

Between myth and reality, Marie Brizard became the **icon of a brand** that has used her image since Anisette was born.







#### A thriving trade...



In 1755 Marie Brizard and her nephew Jean-Baptiste Roger became partners to found «Marie Brizard et Roger». After her death, the company got into the hands of the Roger family, which prospered by capitalising on Bordeaux's strategic location and

exported to the West Indies, Spanish colonies and Louisiana.





Baskets of Anisette were loaded onto ships bound for ports around the world to meet the sailors' need for «fortifiers» and «tonics» on long journeys.

Later, Anisette became a real currency in the port of Bordeaux: goods from the colonies could be bartered for a few bottles.



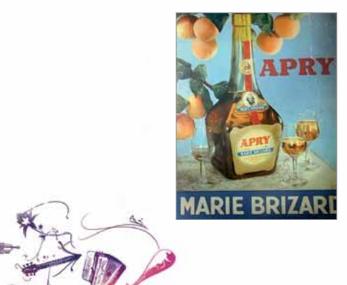


### ... and a growing line of products



As Anisette's success became international, Marie Brizard's competitors tried to copy the original. Meanwhile, liqueur consumption in the United States was on the rise. Those two factors prompted Marie Brizard to widen its range of liqueurs.

That is how liqueurs like **Apry, Parfait Amour, Cherry Brandy, and Topaze** launched at the restaurant of the Paris Exposition Universelle, were created.



In 1890 Marie Brizard started making Cognac and, later, Rum and Gin.

Marie Brizard's range of products now includes approximately 30 traditional liqueurs, 10 modern liqueurs and other high-quality gourmet specialities.



# Little stories at the heart of a great history

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#### Did you know...



Just a single member of the Roger family knew the secret of making Anisette. Him only knew the exact doses.



Marie Brizard is said to have had the idea of having the Duke de Richelieu, son of the famous cardinal and governor of the province, **introduce her Anisette to King Louis XV at Versailles.** 



In the late 20<sup>th</sup> century archaeologists exploring a ship that sank off the coast of Indonesia in 1872 brought up 70 bottles of Marie Brizard Anisette.



#### About Marie Brizard liqueurs...



«When our Anisette is mixed with water it turns cloudy and takes on a bluish-amber hue. We want to keep that effect, which allows people to tell our product apart from imitations» (La Presse Industrielle, 1905)



To face the temperance debate of the early 20<sup>th</sup> century, a pamphlet defending Marie Brizard Liqueurs came out vaunting their digestive, tonic and fortifying virtues.



«Our company was making white curaçao before yours was even founded, and we have also been using the name triple sec, which is in the public domain, for many long years,» Marie Brizard told Cointreau in 1908.







### Marie Brizard, the bartenders' choice

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Marie Brizard

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#### Marie Brizard, the bartenders' choice

Marie Brizard liqueurs' aromatic complexity lives up to professionals' standards and lets them express all their creativity.



Marie Brizard has been working for years with professionals, **becoming** a familiar sight in bars, in particular prestigious establishments, thanks to special relationships with the Association des Barmen de France (ABF) and the International Bartenders Association (IBA).



Marie Brizard



The proof being that the "International Bartender Seminar" (IBS), formerly "Forum des Liqueurs", has been existing for over 26 years.

#### The International Bartender Seminar

The IBS is a prestigious mixology competition that is recognised and highly regarded by professionals. Organised by Marie Brizard, it brings bartenders selected from over 30 different countries to Bordeaux.



The IBS is an outstanding opportunity for bartenders from around the world to **show their professionalism and creativity** while revealing their cocktails' secrets.







The most talented among them are rewarded during a **competition requiring knowledge and inventiveness!** 







#### Marie Brizard and her nephew Jean-Baptiste Roger set up the company

Death of The c Marie Brizard; builds the company is headc inherited by the Rue F Roger family, in Bor which remains the owner until

The company Creation of builds a new Crème de headquarters on menthe Rue Fondaudège in Bordeaux

of Creation of Apry, e apricot brandy made from an infusion of apricots crushed in brandy

y, Launch of Curaçao under ots the name dy Topaze Launch of the «Marie Brizard à l'eau» campaign Promotion of the Anisette with the «Marie Brizard on ice» campaign

250<sup>th</sup> anniversary of the company

The Anisette gets a new look



1998

