

Viridian Spirits Extends Its Leadership in the Absinthe Category It Created

New York, NY—(June 2008) — This fall, Viridian Spirits LLC, brand owners of Lucid Absinthe Supérieure, will expand its absinthe portfolio with the introduction of La Clandestine Absinthe Supérieure and Jade Liqueur's Nouvelle-Orléans Absinthe Supérieure to the U.S. market. These two genuine absinthes are already well established internationally as being among the finest authentic absinthes in the world. The first comes straight from Couvet, Switzerland, in the Val-de-travers, the birthplace of absinthe in the 18th century, while the second, part of T.A. Breaux's elite line of Jade Absinthes, pays homage to his hometown and the historical epicenter of absinthe culture in this country, New Orleans.

In March of 2007, Viridian Spirits successfully negotiated for the return of genuine absinthe to the United States when it received approval to launch Lucid. When launched, Lucid Absinthe Supérieure became the first genuine absinthe made with Grande Wormwood (*Artemisia absinthium*) to be legally available in the United States in 95 years. Lucid is crafted exactly the same way absinthe was made 100 years ago and is authentic in every detail, including the use of a full, historically accurate measure of Grande Wormwood. Due to the increasing popularity of Lucid throughout the country and its nationwide distribution, it was inevitable for Viridian Spirits to further develop its absinthe portfolio.

"Over the past year we've witnessed the reemergence of absinthe in the U.S., beginning with the introduction of Lucid," said Jared Gurfein, President of Viridian Spirits LLC. "Now, after witnessing the explosive interest in and popularity of Lucid, we are taking two of the most esteemed international absinthes and bringing them to this market."

The only absinthe distilled in Couvet, Switzerland, La Clandestine, hand crafted by Claude-Alain Bugnon, has been a favorite of both absinthe professionals and absinthe lovers for some time. A colorless absinthe in the Swiss 'La Bleue' style, it is based on a 1935 absinthe recipe that was handed to Claude-Alain's family by a close family friend. La Clandestine takes its name from the way it was sold as an "underground" brand for several years during the era of absinthe prohibition. It has repeatedly reaped awards and accolades and is considered by many to be the finest Swiss, La Bleue style absinthe available in the world. Claude-Alain is a three times winner of the golden spoon at the Pontarlier Absinthiades.

Nouvelle-Orléans Absinthe Supérieure, one of the famous Jade Liqueurs absinthes, is the creation of renowned absinthe expert, T. A. Breaux, and is a traditional green Absinthe Verte produced in Saumur, France. The incomparable flavor of Nouvelle-Orléans is derived from a full compliment of Grande Wormwood (*Artemisia absinthium*), and additional select European botanicals traditionally used in crafting a genuine Belle Époque absinthe. Having won numerous international awards and worldwide acclaim since its original release in 2004, Nouvelle-Orléans will soon be available to U.S. connoisseurs for the first time. Like all traditional, authentic absinthes, including Lucid, neither La Clandestine nor Nouvelle-Orléans contains artificial coloring agents and both are distilled only from the highest quality select whole herbs, and never from extracts or oils.

Both La Clandestine and Nouvelle Orléans will be available at select restaurants, bars and liquor stores nationwide beginning this fall. The suggested retail price for a 750ml bottle of La Clandestine is \$79.99, while the suggested price of a 750ml bottle of Nouvelle Orléans is \$110.00. Viridian also sells classic absinthe accessories such as fountains, glasses and absinthe spoons. For more information, please visit www.drinklucid.com.