



Crème à la Fraise des Bois - Wild Strawberry Liqueur

Country: France

Region: Dijon - Burgundy

Producer: Maison Briottet - Edward Briottet

Style Crème

Bottle size: 70cl - abv: 18%



History

Cachet de cire de la maison Briottet a former wine trading company, was established in 1836 by James Demontry who at that time owned a vineyard in Chambolle-Musigny in Burgundy, where Crème de Cassis (blackcurrant cream) invented

Blackcurrants were first of all used to make Ratafia de Cassis (a sweet blackcurrant aperitif drink). In the earlier years blackcurrants were macerated in wine and then added eau de vie (a distilled beverage) and sugar. It was more rotgut than liqueur, it was not until 1841 that a fruit-liqueur maker in Dijon started making a blackcurrant liqueur (also known as cassis), by not using wine and eau de vie and by replacing them with "good taste" (neutral) alcohol, so as to change the flavour and the aroma of the blackcurrants.

In the 1900s, Edmond Briottet started running the firm set up by Demontry. His father-in-law Jules Theuriet, who had premises at 12 Rue Berlier in Dijon – who was also a wine trader – sold Briottet his company. the two businesses became one.

Given the growing popularity of the "white wine-cassis" aperitif, Edmond Briottet little by little stopped operating as a wine trader and instead switched over gradually to producing Dijon Crème de Cassis and started concentrating on the latter.

1920 Oak barrels gave way to concrete vats.

1923 "Cassis de Dijon" officially made an appellation (a protected name)

Given the success of the "white wine-cassis" drink and the fact that more and more people were drinking it, very quickly the limitations of Dijon Cassis became clear. Dijon fruit-liqueur makers then understood that regulations were required in order that their know-how be protected.

Thus, in 1923 the Dijon Court of Appeal acknowledged their expertise in laying down that "Dijon Cassis" had to be made in the city of Dijon.

In 1925 the Court of Appeal's decision was confirmed by the Court of Cassation.

The election in 1945 of Canon Kir as Deputy Mayor, a legendary figure in French political life, contributed to the renown of Dijon Cassis. The Canon popularised the "white wine-cassis" drink, which had for a long time been served at receptions in Dijon City Hall.

More and more companies started producing cassis

Given the growing vogue for Dijon Cassis, more and more companies began producing cream of cassis. At that time about twenty or so firms were producing Dijon Cassis.

2010

6th generation

Claire and Vincent Briottet joined the family business.

Geographical indication status awarded to Dijon cassis

Logo de l'indication géographique du Cassis de Dijon Following several years of work, in 2012 Dijon Cassis was granted geographical indication status (published in the French Official Gazette in August 2013).

Geographical indication – or IG – is a European sign which came into being in 2008 as regards spirits. The sign provides a guarantee to consumers that one or more of a given product's characteristics arise out of its geographical origin. The sign also ensures that the name "Dijon Cassis" is protected throughout the European Union.

As is the case for all products which carry marks relating to quality and origin, checks carried out by independent bodies enable it to be ensured that rules regarding the correct production area and the correct production particulars are complied with.

The last four concrete vats dating back to the 1920s were dismantled and replaced with made-to-measure stainless steel vats.

Crèmes / Liqueurs

The difference between creams and liqueurs arises out of the proportion of sugar employed -- a liqueur contains 100 grammes of sugar per litre at least, versus 250 grammes at least as regards a cream.

The exception that proves the rule is Dijon Crème de Cassis, which contains a minimum of 400 grammes of sugar per litre.

Crème à la Fraise des Bois - 18% alc., Wild Strawberry Liqueur

Briottet's Wild Strawberry Cream is the result of macerating several varieties of strawberries, and this gives rise to the liqueur's inimitable wild strawberry taste.

Suggested serve

Strawberry Daiquiri - 2 cl of Briottet Wild Strawberry Cream, 5 cl of White Rum, 3 cl of lemon juice, 0.5 cl of sugar, and a half-cup of strawberries. Mix all of the ingredients in a blender with crushed ice.

