

ATELIER VIE

Atelier Vie Announces Toulouse Blue, Absinthe Blau

July 15, 2024—New Orleans. Innovative New Orleans distillery Atelier Vie expands their absinthe expressions with Toulouse Blue, Absinthe Blau. Joining Toulouse Red, Absinthe Rouge; and Toulouse Green, Absinthe Verte; Toulouse Blue is a creative new style of absinthe that emerges over ten years after initial development work began.

Toulouse Blue is available immediately to all Louisiana retail outlets from our Louisiana distributor and is already being served at several renowned absinthe-centric bars and restaurants in the French Quarter of New Orleans. As part of the launch festivities, Atelier Vie has partnered with Tatlo, the French Quarter's newest witch bar, nestled within the historic Old Absinthe House, for a special event on July 25, 2024. (More details on this event below.)



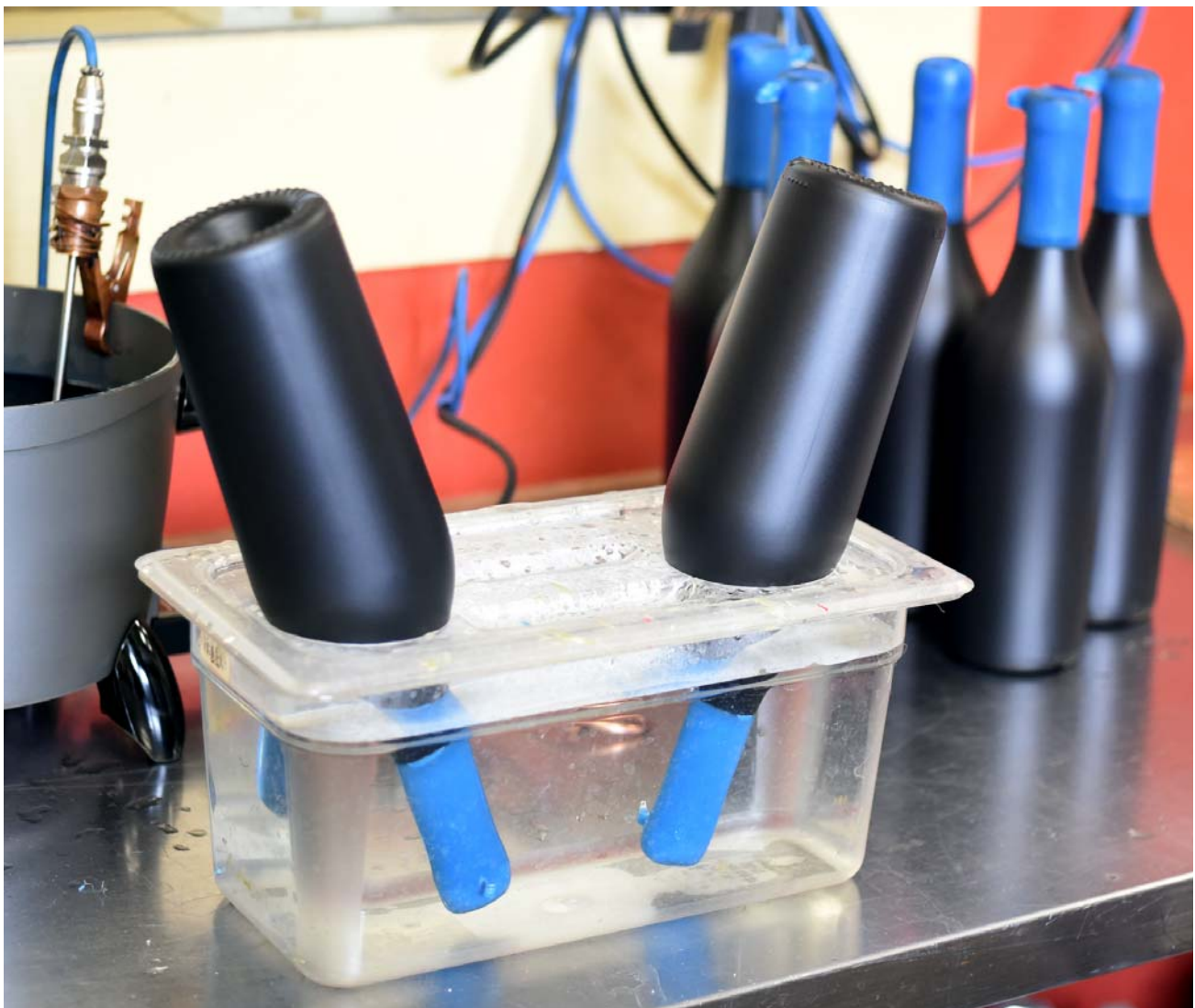
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The Toulouse Blue Story

Like all authentic absinthe, Toulouse Blue begins with the absinthe trinity of wormwood, anise, and fennel. Subtle notes of new botanicals have been added to these traditional ingredients to create a complex harmony of flavor. But how did we get here? The story begins many years ago.

Back in the 1800s, when absinthe was unjustly banned in Europe, wily Swiss moonshiners realized that if they didn't color their absinthe green, it would remain clear, like any other spirit fresh off the still. And thus the forbidden spirit wouldn't be obvious by its appearance.

This clear Swiss style of absinthe is known as blanche, or white absinthe. Like all absinthes, it turns cloudy with the addition of cold water, or as we call it, the louche. Swiss white absinthes are sometimes referred to as "blue" due to the absinthe perhaps showing a tinge of blue in the otherwise clear spirit.



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The story of Toulouse Blue began over ten years ago with earlier work on a blanche absinthe. Inspired by some classic recipe concepts, it was an interesting spirit. However, we already had two absinthes: Toulouse Red and Toulouse Green; and many other spirits of interest.

Sometimes we have to take a different path to a new flavor. Inspired by the past, but adding new ingredients that perhaps weren't readily available to past distillers, we revised our earlier work and amended it with subtle notes from novel botanicals.

In addition to our further development of the flavor, we were also inspired to take the idea of calling a blanche absinthe "blue" one step further. With the addition of butterfly pea flower extract, Toulouse Blue takes on a light shade of transparent blue.

Taking note of the fact that blanche absinthe originates in Switzerland, and aware of the fact that German is the predominant Swiss language, we have subtitled Toulouse Blue as Absinthe Blau, using the German word for blue.

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Toulouse Blue takes a fennel-forward approach, and includes our distillery-grown wormwood. The flavor is balanced and exquisite; and expands our absinthe portfolio with a new expression. With one foot in tradition and the other in a new era, Toulouse Blue has a subtle blue color and a medley of fascinating flavors.

How to Drink Toulouse Blue

Absinthe enthusiasts can enjoy a traditional preparation with just the addition of ice water. No sugar is needed. A great choice for new explorations in absinthe cocktails and a wonderful complement to classic cocktail recipes.

Toulouse Blue, Absinthe Blau, is available immediately at the Atelier Vie tasting room for purchase during visits. Toulouse Blue and our other spirits can also be purchased for pickup via our online store. Toulouse Blue is bottled in 750ml at 136 proof, and is priced at \$65. This price includes all of our notoriously high sales taxes. Toulouse Blue is also in stock at our Louisiana distributor, International Wines and Spirits.



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Toulouse Blue is available at these bars, restaurants, and retail stores: Vampire Apothecary, (725 St. Peter St.) Potions Lounge, (735 Bourbon St., upstairs) Mahogany Jazz Hall, (125 Chartres St.) Old Absinthe House, (240 Bourbon St.) Tatlo, (240 Bourbon St.) Pigeon & Whale, (4525 Freret St.) and Really Really Nice Wines (3500 Magazine St.).

Special Event at Tatlo on July 25, 2024

Join us at 240 Bourbon Street for an exclusive absinthe tasting, paired with a specially curated three-course small bite menu by acclaimed chefs Cristina Quackenbush and Anh Luu. Guests will be guided through the tasting by Jedd Haas, founder of Atelier Vie, showcasing his Toulouse Red, Toulouse Green, and the newly introduced Toulouse Blue, Absinthe Blau. Each course is designed to elevate the mystical qualities and flavors of these artisanal absinthes, with divine cocktails crafted to feature each distinct spirit. "Hex & Sip: Absinthe Edition" promises a memorable evening blending history, spirituality, and culinary artistry in one of New Orleans' most iconic settings.





Event Details:

Date: July 25, 2024

Time: Two seatings at 6 PM and 8 PM

Location: Tatlo, 240 Bourbon Street, New Orleans, LA

Reservations: [Tatlo.co/hexandsip](https://tatlo.co/hexandsip)

Atelier Vie's Spirits

In addition Toulouse Blue, Absinthe Blau, Atelier Vie produces an extensive line of creative spirits in New Orleans.

Atelier Vie's distilled spirits include Calio Rum; Barrel Aged Calio Rum; Calio Rum Bottled in Bond Gin Barrel Edition; Calio Rum Cask Strength; Euphrosine Gin #9; Euphrosine Gin #9 Barrel-Finished Reserve; Euphrosine Gin #9 Snowflake Edition; Euphrosine Gin #9 Bottled in Bond; Barleycorn Magic; Riz, Louisiana Rice Whiskey; Riz, Louisiana Rice Whiskey Bottled in Bond; Louisiana Single Malt; Louisiana Single Malt Cask Strength; Orphan Street Brandy "El Jefe" Edition; Gumbo Noir; Chalana; Myrtle Pepper; Toulouse Red, Absinthe Rouge; and Toulouse Green, Absinthe Verte, made with local wormwood.

The Company

Inspired by our renowned culinary culture, Atelier Vie creates flavorful new spirits in one of the greatest drinking cities of the world. Atelier Vie is the oldest continuously operating distillery in New Orleans and is also the oldest whiskey distillery in Louisiana. Our motto: "Liquor is art you can drink." Atelier Vie was founded in 2011 by Jedd Haas.

Visiting Hours at the Distillery

The distillery is open for tastings and discussion of the distillation process by appointment only. Appointments are generally available at 10am, noon, and 2pm on weekends. Limited availability during the week, depending on production schedule. Due to insurance requirements, there is a \$30 tasting fee for the full tasting experience, which includes over one dozen spirits. Spirits are available for purchase during visits or through our online store for pickup at the distillery. Visitors should see the company web site for directions, store link, and additional details; <https://ateliervie.com/visit>.

Contact:

Jedd Haas, jedd@ateliervie.com

504-534-8590 (distillery line, leave message or text)

<https://ateliervie.com>

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