

Pira



*The name Pira
means "pears"
in Latin*

DISTILLÉ À PARTIR DE
POIRES DE VARIÉTÉ COMFRONT

GENIÈVRE

VANILLE

POIVRE

RACINE D'IRIS

CITRON

Pira

LIMITED EDITION

N°0005/8550

SMALL BATCH

Christian Drouin



Pira is a new Gin recipe designed by Drouin, a product resulting from our explorations on the theme of Normandy flavours.

This new gin has a new star ingredient: pear. We have blended a variety of pear traditionally used to make pear cider in Normandy, known as Domfront, with juniper, vanilla, lemon, black pepper and iris root. A typical Norman cottage will have irises growing along the ridge of the thatched roof.

Pira is crafted according to our original gin recipe, in which each ingredient is macerated and distilled separately in order to extract the full aroma. The distillates are then assembled just before bottling.

“Alongside apples, pears are typical of Normandy. In Pays d’Auge, pear trees mostly line apple orchards. They can grow up to 15 metres tall, with deep roots, and thus act as excellent wind-breakers for the more fragile ...

...apple trees. Pear trees can live for up to 300 years in Normandy. Cider pears are small, and have a subtle flavour, with an acid tang and a taste of tannin. With Pira, I wanted to explore this fruit’s possibilities, using a variety of pear typical of the region: Domfront.”

Guillaume Drouin

Pira packaging replicates the visual identity of Christian Drouin Gin, but in a luscious raw green hue that brings pears to mind. It tastes of mouth-watering white fruit, black pepper and iris, as ever with the full-bodied flavour that has forged the reputation of gins by Drouin.

Limited edition

Only 8,550 bottles on the market.

Serving suggestion:

Serve neat or with tonic water, with a sliver of pear or an elderflower to garnish.

