

## **FROM CONTRABAND TO COCKTAIL CHIC-- MATA HARI** **ABSINTHE LAUNCHES IN U.S.**

(Los Angeles, CA – JULY 28, 2008) **ABSINTHE MATA HARI**, Europe’s most prestigious, authentic, mixable Bohemian-style absinthe has announced its U.S. launch. With its impressive pedigree and a 127-year-old history, Absinthe Mata Hari is taking the U.S. cocktail culture by storm. With absinthe bars popping up all over the U.S., and absinthe cocktails appearing on virtually every bar menu, the formerly forbidden spirit has returned from its 90-year banishment with a bang.

Soon available coast-to-coast, Mata Hari is an elegantly flavored, authentic, mixable absinthe made with Grand Wormwood which boasts a natural, authentic herbal green color and the ability to generate the distinctive “louche” or clouding effect when mixed with cold water. All of this sets Mata Hari apart as truly exceptional, authentic absinthe.

*“Mata Hari is a great absinthe for the newcomer and absinthe devotee alike,”* says Gerry Fischer master distiller and great great grandson of the Fischer Family Distillery’s founder. *“Unlike other absinthes, Mata Hari drinks like a prestige, top shelf liquor. Mata Hari’s taste is perfect in a cocktail like a top shelf vodka or gin – or, it can be enjoyed diluted with water in the traditional manner.”*

Absinthe is best known for its popularity as an alcoholic drink in the late 19<sup>th</sup> and early 20<sup>th</sup> century Europe – particularly among artists and writers. Due in part to its association with Bohemian culture, absinthe was opposed by social conservatives and prohibitionists. Known by its seductive nickname, “The Green Fairy,” absinthe was rumored to be the hallucinogenic muse that haunted and inspired artists, writers and “bad men” such as: Vincent Van Gogh, Edgar Allen Poe, Oscar Wilde, Arthur Rimbaud and Aleister Crowley.

History has erroneously portrayed absinthe as a dangerously addictive, psychoactive drug. The chemical thujone, naturally present in absinthe small quantities, was blamed for its alleged harmful effects. By 1915 absinthe had been banned in the United States and in most European countries. Although vilified, no evidence has shown absinthe to be any more dangerous than ordinary liquor. However, absinthe drinkers still speak of its ability to create a “wide awake” feeling of relaxation and the lack of typical hangover symptoms the following day.

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