



For Immediate Release:

BOHEMIAN-STYLE MATA HARI ABSINTHE LAUNCHES IN U.S.

Europe's Finest, Authentic, Mixable Absinthe On-Sale Soon Coast-to-Coast

(Los Angeles, CA – July 17, 2008) **MATA HARI**, Europe's most prestigious, authentic Bohemian-style absinthe announced its U.S. launch. With an impressive pedigree and a 127-year-old history, Mata Hari is an elegantly flavored, natural green, authentic, mixable absinthe. Mata Hari is produced by the Fischer Family Distilleries who have been producing high-quality spirits for five generations. Absinthe Mata Hari will be available coast to coast in August with distribution in 18 markets including CA, GA, NY, and TX among others. By September, Mata Hari will be available in an additional ten markets including FL, IL and MI and will be available in eight of the ten top selling spirits markets.

"What sets Mata Hari apart is its mixability and its strength," said Gerry Fischer master distiller and great great grandson of the Fischer Family Distillery's founder. *Absinthe has historically been produced in two styles: the French style typified by a heavy licorice taste and the Bohemian style with a more balanced taste that allows for perfect cocktails. Licorice is a distinct note in Mata Hari's Bohemian style absinthe flavor profile but it's not the only flavor note you taste. It's like when you're eating apple strudel – you taste cinnamon – but it's not a cinnamon strudel,"* says Fischer.

Mata Hari's taste is light and balanced and is best enjoyed in a cocktail like a top shelf vodka or gin, or it can be enjoyed diluted with water in the traditional manner.

There are three critical components that distinguish Mata Hari as an authentic absinthe:

- Made with Grand Wormwood (*Artemisia absinthium*) which is the source of thujone, the component which was the source of controversy in the early 1900's leading to a much-publicized ban on absinthe;
- Natural, authentic herbal green color – unlike some of the other artificially green-colored products finding their way to market;
- Its ability to generate the distinctive "louche" or clouding effect when mixed with cold water.

“Mata Hari is a great absinthe for the newcomer and absinthe devotee alike,” says Gerry Fischer. “The Bohemian-style recipe makes for a fresh, complex absinthe taste with notes of sage, fennel and violet along with the traditional anise notes. Unlike other absinthes, Mata Hari drinks like a prestige, top shelf liquor.”

Absinthe is best known for its popularity as an alcoholic drink in the late 19th and early 20th 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. Singer Kylie Minogue in the 2001 film, *Moulin Rouge*, portrayed “The Green Fairy”.

History has erroneously portrayed absinthe as a dangerously addictive, psychoactive drug. The chemical thujone, present in 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 absinthe was vilified, no evidence has shown it to be any more dangerous than ordinary liquor, however absinthe drinkers still speak to its ability to create a “wide awake” feeling of relaxation and the lack of typical hangover symptoms the following day.

###

Media Contact: Elizabeth Lang, Muso Entertainment, 323.243.4959,
elizabethlang21@yahoo.com
For additional information, please visit www.absinthematahari.com