

GREENBAR DISTILLERY | GIN

HOW COULD WE MAKE A SPIRIT THAT CAPTURES LA's FOOD CULTURE?

By distilling the flavors of the city's vibrant immigrant foods into a gin.



Taste the flavors of Los Angeles — from the aromatic herbs of East and South Asia to the floral & earthy flavors of Mexico and the Middle East. This is how Angelenos eat. CITY Bright gin brings these bold, warm flavors to the world. Notes of juniper, citrus & pepper deliver complexity and add life to gin cocktails like a Negroni or Rickey.



SUGAR, COLOR
+ ADDITIVE FREE



GIN



1 BOTTLE SOLD =
1 TREE PLANTED



LIGHTWEIGHT GLASS
+ 100% PCW PAPER

DESCRIPTION:

New kind of gin designed to capture LA's cultural terroir

TASTING NOTES:

Vivacious with exotic aromas and warm flavors

INGREDIENTS:

Wheat spirits, juniper berries, ancho chiles, angelica, basil, California bay, cardamom, cassia, coriander, cubeb, black cumin, fennel, grapefruit, lemon balm, lemon, lemongrass, kaffir lime, lime, pink peppercorn, Sichuan peppercorn, peppermint, spearmint, star anise

TYPE: Dry bright gin

ALCOHOL: 42% ABV

SUGAR ADDED: None

SIZES/PACK: 750ml/6



HOPE STREET

1.5 oz CITY Bright gin

0.5 oz FRUITLAB Orange liqueur

1 oz lime juice

1 oz simple syrup

2 oz tonic water

Stir together in rocks glass



LAUNCHES LA FOOD CULTURE- BASED GIN

*"If food is culture and reflects a sense
of place, then CITY Bright gin is the
flavors of LA distilled"*

- Melkon Khosrovian

*"This is how Angelenos eat and that's
why we made CITY Bright gin"*

- Litty Mathew



Introducing CITY Bright gin, a spirit that distills the flavors of Los Angeles's vibrant immigrant food scene.

Greenbar Distillery's founders and spirits makers, **Litty Mathew** and **Melkon Khosrovian**, created the new gin profile over a lifetime of exploring LA's ever evolving restaurants. They included the aromatic herbs of East and South Asia, the floral and earthy flavors of Mexico and the Middle East, as well as carefully selected California plants and traditional gin ingredients.

CITY Bright gin incorporates the following ingredients from LA's food culture:

- Cassia and Sichuan peppercorn, which define hot pots and braised meats served in regional Chinese restaurants.
- Cardamom, coriander, black cumin and fennel, which add depth and delicacy to much of Indian and Pakistani

- Aromatic herbs like lemongrass, kaffir lime and lemon balm, which are key ingredients for the pungent salads and coconut soups eaten at Thai restaurants.

- Ancho chiles and limes, which contribute the heat, smoke and citrus for Mexican salsas and guisados.

- Lemon, peppermint and spearmint, which brighten Armenian and Middle Eastern favorites like fatoush salad and hummus.

- Basil and star anise, which are the heartbeat of pho soups served in Vietnamese restaurants.

These, along with the addition of juniper, California bay laurel, angelica, cubeb, grapefruit and pink peppercorn, create a bolder, food-driven version of West Coast gin.

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