

ETS. LAPURDI

CRAFT SPIRITS Co.



SELECTOR OF FINE SPIRITS

THE RIGHT PRODUCT FOR THE RIGHT MOMENT

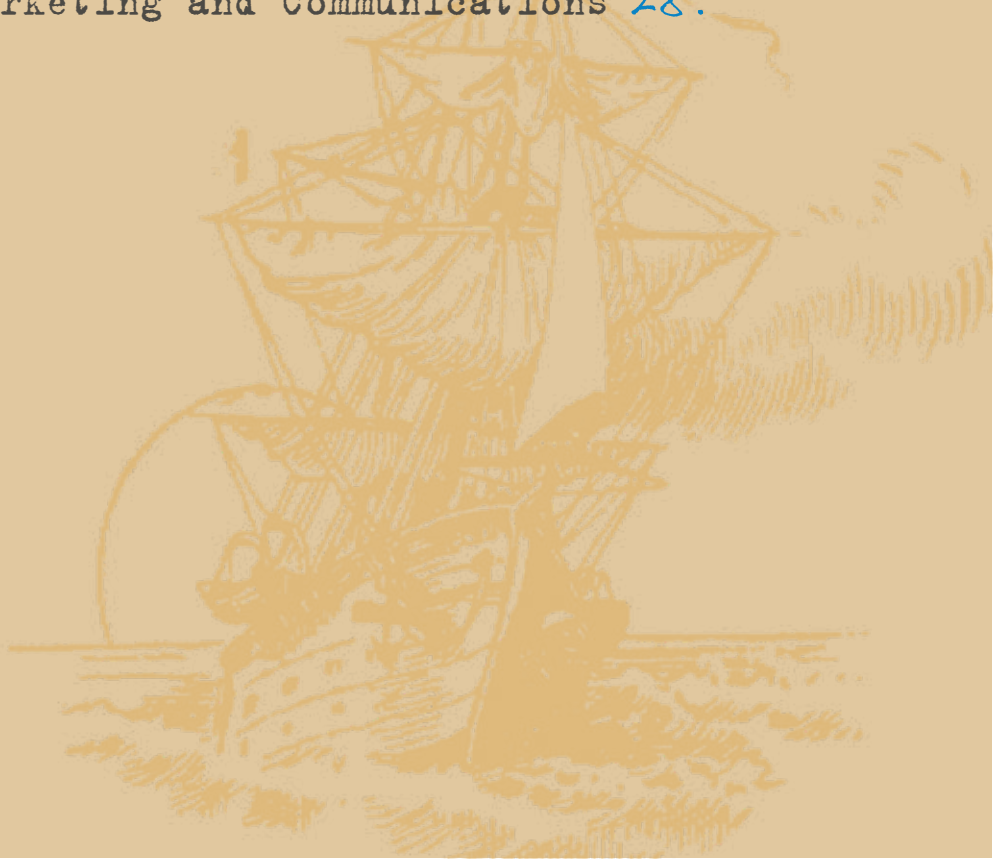




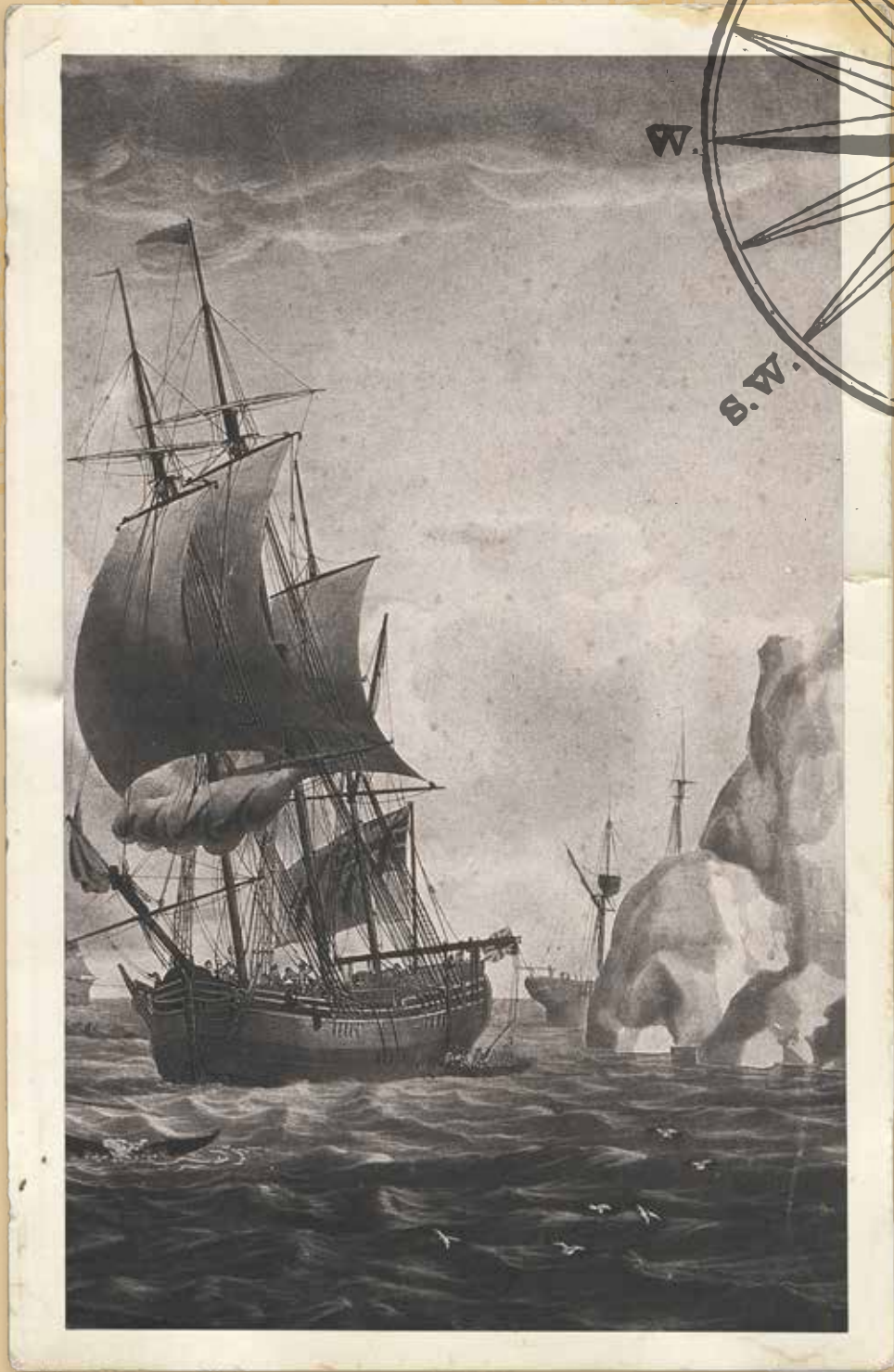
Because Basques do it better than anyone else.
Let's raise our glasses!

SUMMARY

Lapurdi	4.
Craft spirits market	6.
About us	8.
Our partner	10.
Our concept	12.
Captivate	14.
Range	16.
Production processes	24.
Marketing and Communications	28.



NORTH





LAPURDI

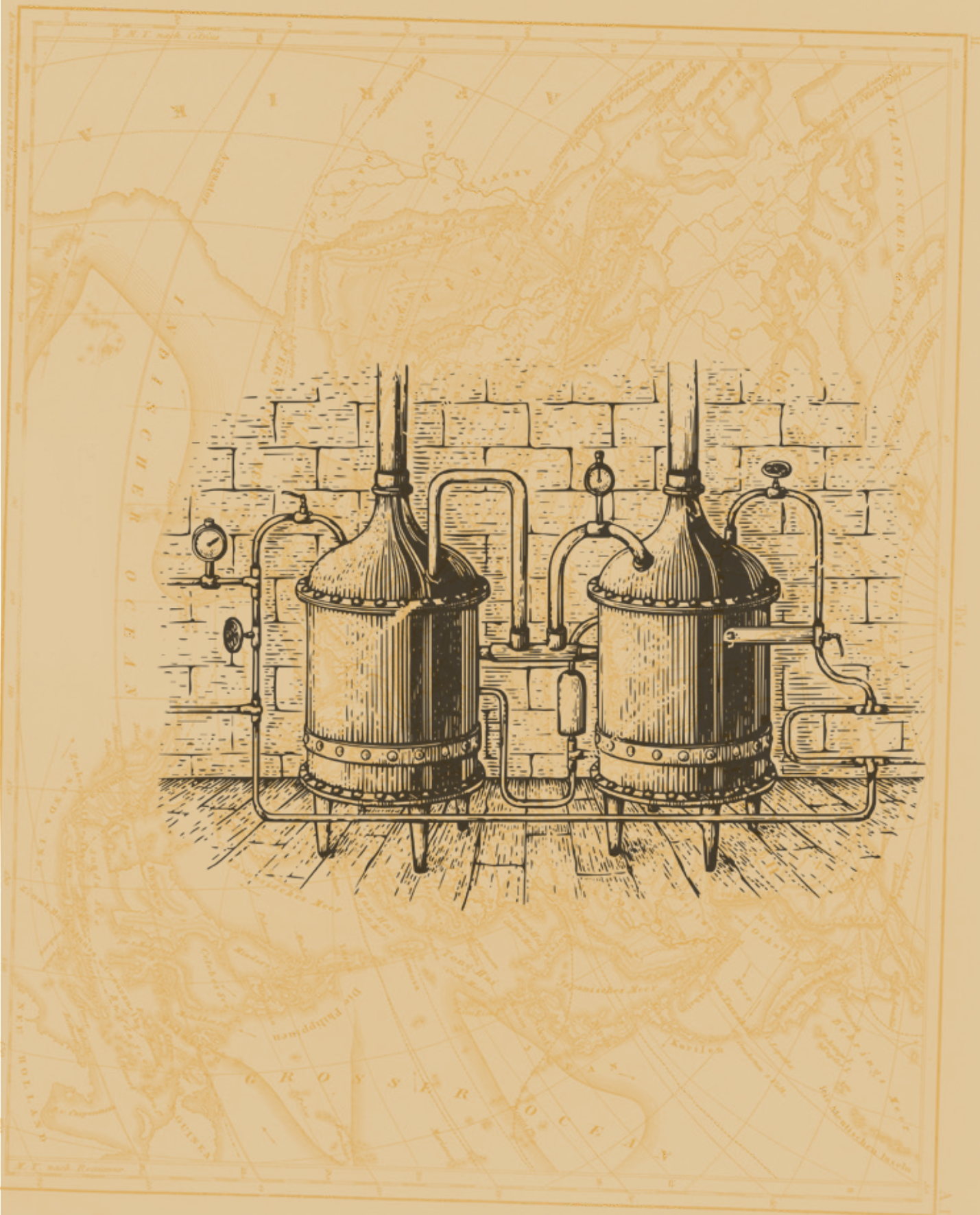


Ets. Lapurdi is above all a selector of fine spirits. “We have sailed the seas of the globe in order to discover, explore, capture the alchemy of a moment, a culture, a know-how” - Euskaldunek hobeki egiten dute - Basques do it better. It is deeply rooted in the history of Basque people, it has become a fixed idea: the right product for the right moment.



CRAFT SPIRITS MARKET

The craft sector has been heavily growing in the past few years, especially in the beverage sector, we can clearly witness it with the craft beers sales. The spirits industry is also taking this path with a "craft" revolution. The trend and the awareness of "consuming better" is a strong lever in the purchase decision. We are observing new purchasing behaviors among consumers: for example an impressive increase of craft beers purchases with a real search for authentic, new and innovative products. Craft and natural production are strong arguments in the buying process. Lapurdi has a great quality-price ratio, with wonderful products at a reasonable price.



ABOUT US

We are selectors of fine alcohol very attached to our territory, the Basque Country. Basque people have always travelled a lot, journeys during which they have discovered different cultures and know-how. This range of spirits is the combination of our history and the passion we have for the Basque Country. It is also a project that brings together two provinces of the Basque Country: Lapurdi is one of these provinces, in which we are located (in the French side). It is in the province of Araba where all our spirits are produced, in Amurrio (in the Spanish side).



Since
1831

OUR PARTNER

The Acha family distillery, founded in 1831, has become in a few years after its creation a reference in the spirits market.

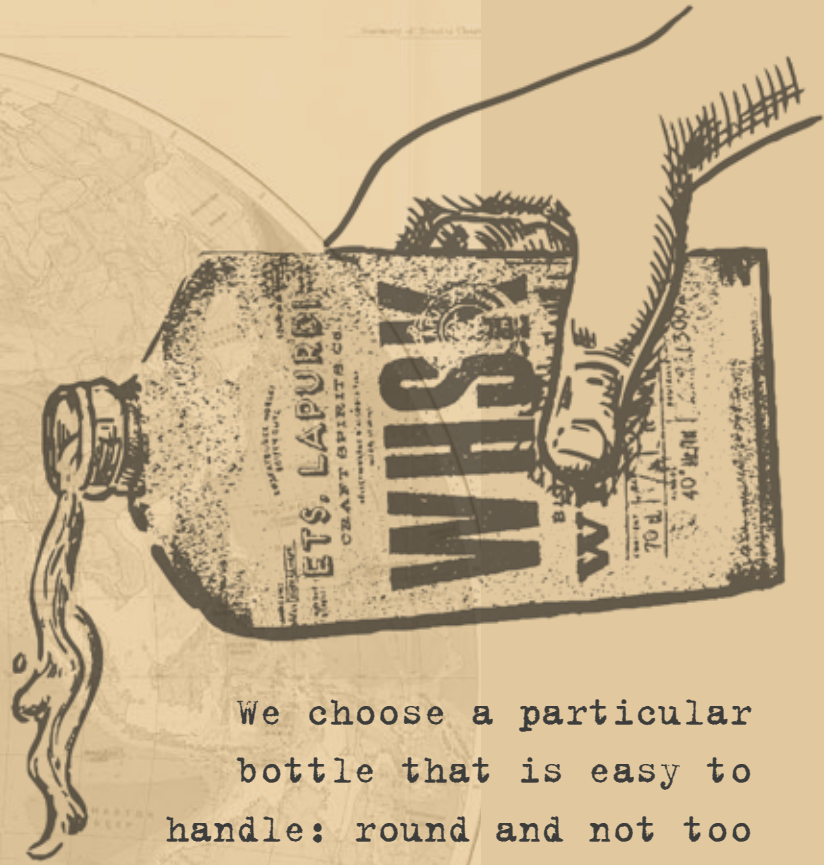
The distillery is located in Amurrio in the Basque Country. With an unparalleled

historical value: five consecutive generations in the company and almost two centuries of history, the Destilerías Manuel Acha has built a very valuable legacy. The knowledge and experience acquired and passed on from generation to generation are a great guarantee of quality. The distillery MANUEL

ACHA S.A. is the oldest active company in the Basque Country, the oldest family business in Spain and one of the three oldest family businesses in Europe.

OUR CONCEPT

Our goal at ETS. LAPURDI is to offer spirits made in Basque Country, but also and especially a range of products for consumers who are both novices and connoisseurs of quality alcoholic beverages, with well-made and accessible recipes. Each year we produce unique and limited batches with the aim of creating a product of exceptional quality while guaranteeing the supply of natural ingredients. Ets.Lapurdi is the first Basque range offering a gin, a rhum and a whisky produced in the Basque Country. Under a single brand we offer a coherent range where each spirit has its own style in an efficient and harmonious design.



We choose a particular
bottle that is easy to
handle: round and not too
wide to be able to serve
the spirits with one hand.



CAPTIVATE

Captivate the consumer with the innovative concept of our brand and with our unique design. We worked on purchasing levers, among them, the sensory marketing: sight and touch.

A particular label in the spirit of old travel tickets as a tribute to Basque travelers-explorers, with materials, cut-outs, icons, overlays icons, superimpositions and colors. A vintage and trendy aesthetic to draw attention and arouse curiosity. The embossed waves, the debossed letters and our silver stamped emblem do not go unnoticed.





RANGE

A transversal range of craft rum, whisky
and gin, produced in the Basque Country,
with a unique history and graphic identity.





RHM

VIEUX RHUM

Caribbean blend molasses rum (Nicaragua, Barbados, Trinidad) 3 years of age, aged in Iberian and French barrels in Araba.

ALCOHOL VOLUME: 38%



ROBE

A beautiful dark amber colour.



PALATE

Natural sweet and very expressive taste, intense spicy finish.



NOSE

Notes of spice, cinnamon and coffee, aromatic cocoa, smoked vanilla, sweet finish.



WHSK

BLENDDED MALT WHISKY

Blended whisky, aged for 3 years in
Navarre oak barrels, made from a
blend of malt whisky.

ALCOHOL VOLUME: 40%



ROBE

A beautiful intense amber color.



PALATE

Malty taste, smooth and elegant,
smoky and heathery taste.



NOSE

Vanilla notes, cereals, bread notes,
lemon, herbaceous and spicy notes.



GN

LONDON DRY GIN

A gin in the pure spirit of London dry gin, distilled and based on 10 natural botanicals: juniper, coriander, cardamom, cinnamon, peppermint, lemon peel, orange peel, thyme, angelica and red grapefruit.

ALCOHOL VOLUME: 40%

ROBE

Pure colour with yellow reflections.



PALATE

Juniper strong taste, lemon, herbaceous and spicy notes with a fine finish, clean and ample, pleasant, with very fruity notes.



NOSE

Floral and lemon notes, well blended aromas, strong character.



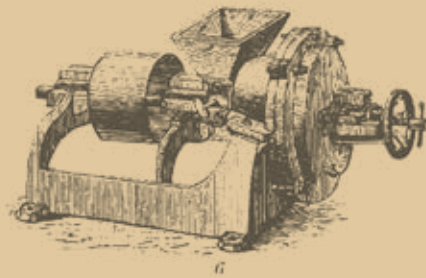
RHM

PRODUCTION PROCESS

.....



1. SUGAR CANE
PREPARATION



2. GRINDING



3. FERMENTATION



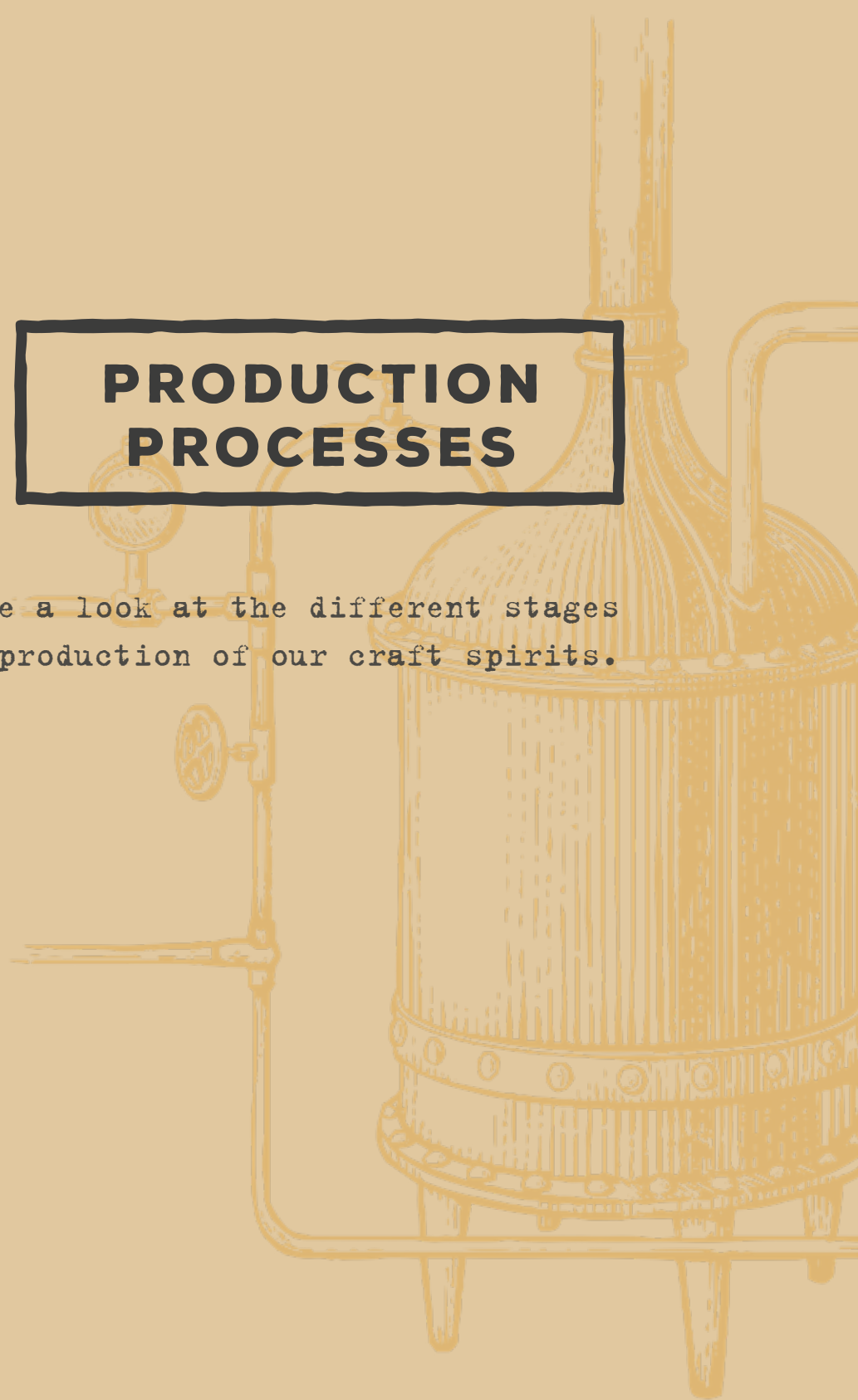
4. DISTILLATION



5. AGING



6. BOTTLING



PRODUCTION PROCESSES

Have a look at the different stages
of production of our craft spirits.

WHSK

PRODUCTION PROCESS

.....



1. MALTING



2. BREWING



3. FERMENTATION



4. DISTILLATION



5. AGING



6. BOTTLING

GN

PRODUCTION PROCESS

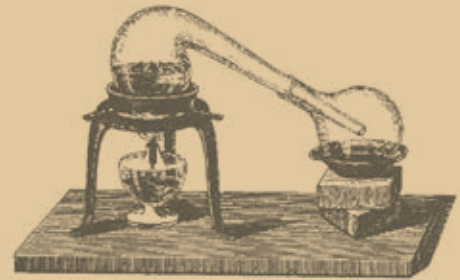
.....



1. WHEAT
DISTILLATION



2. DISTILLATION WITH
BOTANICAL PLANTS



3. SEPARATION OF
THE DISTILLATE



4. ADDING WATER



5. BOTTLING

Posters



Glasses

MARKETING AND COMMUNICATIONS

Ets. Lapurdi is made for the consumer who is looking for a quality craft product who appreciate our unique project and design.

It is a range of spirits well-made but simple and easy to taste. 20-35 years old: the consumer-explorer. Authenticity and efficiency are the main criteria for a consumer who is not specialized. Ets. Lapurdi is also for the "amateur" who has started to buy craft beers in supermarkets and not only in specialized shops, and who will gradually adopt the same approach for spirits. These are some personalized items, however we are open to listen to all your needs and create more marketing and communications materials.

Réseaux sociaux



Implantation Point de vente



Échantillons



Livre cocktails