

Name: Holzer Original

Region (Click for Map): [Brunnwald](#), Austria

Producer: Holzer & Holzer
(1965, 2016)

Base: 90% Primasprit (Local Sugar Beet 85%ABV),
5% Barley Spirit (65% ABV), 5 % Corn Spirit (68% ABV)

ABV: 29%

Still: Column (Primasprit), Pot (Malt, Corn)

Barrels: None

Official Website: holzeroriginal.at

Flavor Profile:

Nose: lavender, citrus, ginger.

Palate: floral, round, silky, notes of wildflower honey and black tea.

Finish: Pleasant bitterness with a lingering, evolving exit.

Recommended if you like: balanced bitters, Fernet's and herbacious flavors

About the Spirit:

Botanicals, 15 total, including:

Arnica Montana Flower - Medicinal, promotes healing.

Orris Root - Alpine, floral. Sweet and bitter. intensely aromatic

Lavender - Soothing aroma. Revives and uplifts

Angelica - Classic for all bitters, used since medieval times. Pine and citrus aromas.

About the Producer

The Holzer family has been producing Fernet for over 100 years and is now in it's 4th generation with great grandson Raphael in charge of production. Oskar Holzer was the first in the business, as a partner with the famed Stock Fernet Company in Trieste (part of Northern Italy today) in the 1900's. During WWII, the Stock family was forced to leave their home and Oskar guided the company for many years until they could return. Oskar and his son eventually separated to begin their own brand, Holzer Original. Sadly, the family was forced to close the business 1980's and the stills laid dormant until 2016 when Raphael and his father revived the secret recipe. Raphael has spent his life working in bars and restaurants around the world and currently splits his time between Hong Kong and Austria. The whole family takes part in the production and sale of Holzer Original, from sourcing ingredients to hand labeling every bottle.

About the Region:

Holzer Original is made on the family farm in the Brunnwald Forest of northern Austria near the border with Czech Republic. The area is a beautiful showcase of natural resources, which are celebrated in the production of the spirit. The ground is predominantly granite, helping to create pure water that is quite soft yet retains minerality. This water is drawn from 2 wells on the property and plays a big role in Holzer Originals taste and texture. The botanicals are all found naturally in the surrounding Alpine forest and meadows, and have been used locally for centuries as traditional medicinal herbs.

About the Product

Herbal, Intricate, Undaunted. The latest innovation from hundred-year bittermaker Holzer & Holzer, this Fernet derives inspiration from classic Italian amaro and adapts a recipe from deep within the Holzer family archive. First conceived in Hong Kong, Holzer Original is crafted with herbs and spices harvested from the deep forests of Brunnwald in Austria, speaking to the maker's international history and legacy of bold, new bittermaking. Whether served neat, on the rocks or integrated into a cocktail, Holzer Original delivers on all fronts — a family spirit that is herbal, intricate and undaunted — ready to be enjoyed at any occasion. Designed by: Ortner etc.

Production

Base spirits are blended and cut to 44%. Botanicals are dried, blended and placed in a percolator machine for a 24 hour maceration, then 2 weeks of slow drip extraction with no oxygen contact. This maintains the medicinal properties based on apothecary methods. A second blending at 20C combines this extract with a base spirit blend, white beet sugar, and well water to dilute to 29%. It is rested for 1 month in Stainless Steel. All color comes naturally from the botanical infusion, no barrel aging, caramel or coloring.