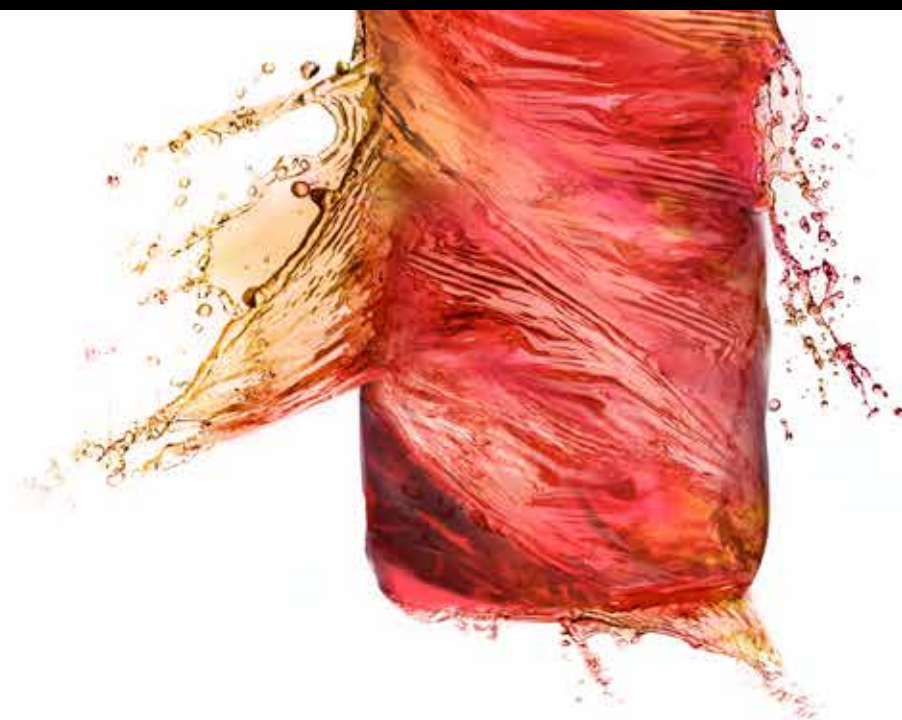




www.1883.com

1883
MAISON ROUTIN
FRANCE



OCTOBER 2014

1883 SYRUPS

THE FLAVOUR MAKES ALL THE DIFFERENCE

Unique flavours created in the pursuit of aromatic excellence.
Creativity distilled into a single bottle to enhance every drink.
A touch of audacity, a dash of perfection, and an invitation to indulge.
Premium syrups 100% made in France to create, to mix, to invent, and to inspire bartenders and baristas around the world.



**INSPIRED BY PROFESSIONALS,
CREATED FOR THEIR EXPERTISE**

Committed to professionals worldwide, 1883 innovates for them and with them. World-renowned baristas and bartenders like Greta Gronh lm, 2013 IBA Cocktail World Champion, are developing new 1883 recipes to enhance taste, texture, and utilisation.



AUTHENTIC, INTENSE,
AND PURE RECIPES

Each syrup is crafted according to the high standards unique to all 1883 products.

**SELECTION
OF THE BEST INGREDIENTS,**
offering the most accurate tastes.

**AUTHENTICITY
IN FLAVOUR,**
a perfect rendering of the original aromatic tones.

**PURITY
IN TASTE,**
the perfect balance between sugar and aromas, nothing superfluous.

**AROMATIC
INTENSITY,**
to ensure a powerful, sweet, and long-lasting taste.



A PURE PRODUCT
**FROM
THE FRENCH ALPS**

The purity of the alpine air and water serve to nurture its indigenous flora, and no other locale can surpass the French Alps when it comes to enhancing the appreciation of flavour. For 1883 these peaks serve as a unique cradle of inspiration and production.

THE HIGHEST QUALITY STANDARDS

ALL 1883 PRODUCTS ARE CERTIFIED:



INTERNATIONAL
STANDARDS
ORGANIZATION
9001



INTERNATIONAL
FOOD STANDARDS



BRITISH RETAIL
CONSORTIUM

These certifications guarantee transparency and safety throughout the production process.



No high-Fructose Corn Syrup



A NEW DESIGN EMBODYING 1883'S HIGH STANDARDS OF EXCELLENCE

Maison Routin celebrates more than 130 years of sensory exploration with a new 1883 bottle design reflecting its commitment to purity. This latest version reasserts the brand's aromatic authenticity.

NEW BOTTLE

LIGHTER AND MORE ELEGANT,
with greater ease of use

A LONGER NECK
for better handling

PRESERVING THE SQUARE SHAPE
unique to 1883, for both a distinguished look
and easy storage

NEW IMAGE

A NEW ELEGANT HIGH-END LOGO
symbolises the blend of aromas

**MAISON ROUTIN'S QUALITY-INSPIRING
SIGNATURE,** the preeminent flavouring
maker since 1883

A WHITE LABEL embodies the purity
of our syrups

EASY-TO-IDENTIFY FLAVOURS,
by highlighting the ingredients at the top
of the label

A FULLY PROFESSIONAL IMAGE

THREE ELEGANT AND PRACTICAL FORMATS

THAT CATER TO
EVERY NEED

THE 1L - 33,8 FL OZ

GLASS BOTTLE,
this elegant and refined
format remains the gold
standard for the 1883 line.
The square shape provides for
easy placement in the bar and
an extremely precise touch.



**THE 1L - 33,8 FL OZ
PET BOTTLE,**
lightweight and unbreakable,
offers an elegantly designed,
extremely practical container.

THE 25CL - 8,45 FL OZ

GLASS,
ideal for discovering new
flavours, also serves as fine
display format.

	GLASS 1L - 33.8 FL OZ	PET 1L - 33.8 FL OZ	GLASS 25CL - 8.45 FL OZ
PACK SIZE	6	6	12
GROSS WEIGHT BOTTLE	1,77 KG - 3,9 LBS	1,33 KG - 2,9 LBS	0,6 KG - 1,3 LBS
GROSS WEIGHT CASE	10,8 KG - 23,8 LBS	8,2 KG - 18,1 LBS	7,3 KG - 16,1 LBS
CASE DIMENSIONS	242x160x326 MM 9,5x6,3x12,8 INCHES	244x162x311 MM 9,6x6,4x12,2 INCHES	197x150x230 MM 7,8x5,9x9,1 INCHES
CASES PER US PALLET (100X120)	90 (30x3 LAYERS)	90 (30x3 LAYERS)	140 (35x4 LAYERS)
PALLET GROSS WEIGHT	997 KG - 2198 LBS	760 KG - 1676 LBS	1052 KG - 2319 LBS

1883 SYRUPS

6 TEMPOS TO EXCELLENCE

Preparing a drink, a cocktail, or coffee is like playing a melody. From the aromatic tones, the flavourful beat, and the artist's talent, the rhythm comes to life. Bartenders and baristas enlightened us: they experience taste as if listening to music, with pure emotion. Guess what? When we pass the microphone to them, they sing! Our flavourists compose their chords on an «organ of flavours». What could be livelier than sharing our inspiration through the rich and diverse language of music? The following 6 tempos perform the same melody, that of excellence...

CLASSIC SYMPHONY

Timeless and essential syrups

Well-known melodies enduring the test of time that are enjoyed everywhere and harmonise with everything. Pure, simple, intense, and powerful, these syrups allow for limitless interpretations. They will win everyone over, guaranteed!

JAZZ APPEAL

Subtle and inspiring syrups

These inspiring compositions blend classic rhythms with improvisation to elicit pure, unadulterated emotion. Smooth or acidic, always full-bodied and intense, their effortless interpretation frees up the imagination... and will gratify any cultivated enthusiast.

R'n'B DELIGHT

Gourmet and fashionable syrups

Such contemporary and sophisticated hits utilise seduction with a mix of excess. Captivating, sexy, indulgent, these syrups continuously reinvent flavour. Inspired by desserts and the latest sweets, their invasive beat sets the trend.

REGGAE IMPULSE

Exotic and sensual syrups

These swaying choruses impel you to escape to other gustatory horizons. Their obvious chord, progressing from fruit to sugar, inspires all sorts of creations. Intense or suave, these hits set the rhythm and quench the summer heat.

POP STANDARDS

Universal and retro syrups

Cheery melodies, simple to remember, and that resonate in every composition. Their sweet and indulging notes are easy to share. Dense and desirable, these greats are cheerful and nostalgic, and will bring you back to childhood each and every time!

ROCK EXPLOSION

Booster and rebellious syrups

Riffs, bursting with energy, that mix effortlessly with any drink or other syrup. Powerful, lively, mind-blowing, they accentuate and enliven any composition. These syrups pack the house! But one must temper their «wattage» with care and precision.



CLASSIC

SYMPHONY

TIMELESS AND ESSENTIAL SYRUPS

BLACKBERRY
CANE SUGAR
CARAMEL
CHOCOLATE
CINNAMON
CRANBERRY
FRENCH VANILLA
HAZELNUT
LAVENDER
ROASTED HAZELNUT
ROSE
VANILLA
VIOLET



Indispensable, these top flavours are harmonic virtuosos, always inspiring great compositions. Their success reveals a unique capacity to bring together, an invitation to engage.

Their pure and noble tone expresses balance and elegance. They taste smooth but not too sweet. Colourful hues and high quality convey a natural character. An intense, profound aroma offers a long, rich, mouth-watering experience. The dense texture, creamy and full-bodied, slowly builds up to a powerful taste. *«Strong and intense, they slowly amplify into a masterful burst of poetic authority.»* For calmer pleasures, from daybreak to night-fall, classic syrups will enchant even the most demanding connoisseur.



JAZZ

APPEAL

SUBTLE AND INSPIRING SYRUPS



These singular flavours are the living legends of emotion. They embody a culture of quality that captivates a loyal public... and never disappoint.

In Jazz Club version, their velvet tone plays both loud and soft at the same time. Behind the smooth, subtle, and full taste, the sugary undertones remain discreet. The soft, moist texture carries with it a serene power.

«A familiar, velvet, supple, captivating, and unexpected quality.»

The Free Jazz plays a sharp, fruity, and acidic top note, a full-bodied flat middle note, and an all-encompassing base note. The light texture releases an exuberant intensity.

«Mind-blowing, like a trumpet solo that stirs the soul.»

For an inspiring break, jazz syrups are reserved for free-thinking amateurs, artists, and the youthfully exuberant.

ALMOND
AMARETTO
BLACKCURRANT
BLUEBERRY
CHESTNUT
COFFEE
ELDER FLOWER
GRAPEFRUIT
GREEN APPLE
GREEN TEA
ICED TEA LEMON
ICED TEA MANGO
ICED TEA PEACH
ICED TEA RASPBERRY
MELON
PEACH
PEAR
PINK GRAPEFRUIT
PISTACHIO
RASPBERRY
TEA
WHITE CHOCOLATE





ROCK EXPLOSION

BOOSTER AND REBELLIOUS SYRUPS

AGAVE
ANISE
BLOOD ORANGE
CHAI TEA
ICED MINT
LIME
LIQUORICE
ORANGE
PEPPERMINT
PUMPKIN SPICE
SPICY
TRIPLE SEC
YUZU LEMON

Crazy and adored, these legendary flavours strike the most harmonious chords: boosting, varying colours, enhancing taste, igniting textures... Their energy astounds, shakes and stirs, and becomes the life of the party.

Their powerful notes probe and then overwhelm. Their taste dances back and forth between tangy and bittersweet. Aggressive colours, flashy or dark, such a costume approaches borderline provocation. The powerful aroma bursts in your mouth, maintaining a fresh and spicy pop. The dense texture underlines a quick and commanding rhythm, an intense energy, sustained, that sweeps up everything in passing. *«They shock, they beat, and then whip into a frenzy that amplifies the senses, you either like it or you don't.»*

To consume from dusk until the party winds down, these syrups rock for those outgoing personalities who seek thrills without moderation.



POP STANDARDS

UNIVERSAL AND RETRO SYRUPS

Syrupy with a soft beat, these universal flavours are on everyone's favourite playlist, from trendy discos, to popular bars, to 5-star bistros. Their very supple and approachable melody is easy to work with.

Their unmistakable tone is both original and classic. The taste asserts a delightful sweetness, with no hint of acidity. Lively and vibrant colours, their look takes over. The seductive, fruity flavour nourishes a discreet variety of emotions in the palate. The dense texture maintains a sustained, consistent rhythm that never crosses the line.

«A flavour that is not too subtle, immediately present without overstaying its welcome, dense, slightly contrived, childish, and even a bit retro.»

To enjoy when school lets out or when the evening begins to take a stroll down memory lane. Pop syrups will win over girls, newbies, families, and anyone who is still a child at heart.



APPLE
BANANA
BUBBLE GUM
CHERRY
GREEN MINT
LEMON
MIXED BERRIES
STRAWBERRY
TOASTED MARSHMALLOW
YELLOW LEMON

REGGAE

IMPULSE

EXOTIC AND SENSUAL SYRUPS



Relaxing and visionary, these faraway flavours distil the cadence of southern latitudes and the summer sun... Their contrast slowly but surely seduces and casts a spell, inciting your taste buds to dance at any hour!

Their simple note derives from food. Their extremely sweet taste, straight from fruit! The effervescent colour warms and provides an escape. A fruity, exotic, original, and ever-present flavour. The powerful, pleasing taste stays full-bodied in the palate. The pulpy texture accompanies an intense, lively flavour that is easy to enjoy.

«Starting off it's lively, hot, spicy, and full of energy, but it's also relaxing and flows effortlessly.»

To consume during a festive, boisterous get-together, reggae syrups incite you to dance (and have fun) without inhibition.

- BLUE CURACAO
- COCONUT
- CUCUMBER
- GINGER
- GREEN BANANA
- IRISH CREAM
- KIWI
- LYCHEE
- MANGO
- MARGARITA
- MOJITO MINT
- PASSION FRUIT
- PINA COLADA
- PINEAPPLE
- POMEGRANATE
- RED PASSION FRUIT
- RUM
- TANGERINE
- WATERMELON

- BUTTERSCOTCH
- CARAMELISED PEANUT
- EGGNOG
- FRENCH NOUGAT
- GINGERBREAD
- MACADAMIA NUT
- MAPLE
- SALTED CARAMEL
- SPECULOOS
- TIRAMISU
- TOFFEE CRUNCH



Outlandish and popular, these fashionable flavours provoke never-ending invention. They seduce by combining unfettered sweet self-indulgence with an essential rhythmic concept, and it works!

The plural tonality mixes multiple tastes, building a sweet quality without seeking to deceive or overly flatter. Colours, lights, and glitter visually entice. The obvious cake flavour heightens the clear presence of the hot, sweet, spicy, and milky undertones. The heavy texture makes a strong impression with its powerful beat.

«Contemporary, sexy, very hot and very sweet! This is what everyone likes. Lots of colour for lounging around, for the end of the day, and after work!»

To consume impulsively, like candy, the R'n'B are for everyone, with the power to please...



R'n'B

DELIGHT

GOURMET AND FASHIONABLE SYRUPS



INSPIRING
EXCELLENCE



FOR ALL 1883 CREATIONS VISIT: WWW.1883.COM

Contact us at: export@routin.com