



# LA BOÎTE

## BISCUITS & SPICES

### "Wilderness in a Bottle"

*Famed Spice Blender Lior Lev Sercarz Collaborates with  
Cardinal Spirits to Create **Terra Botanical Gin***

For the first time in his seasoned career as a chef, cookbook author and master blender, **Lior Lev Sercarz**—owner of **La Boîte** spice emporium in NYC—has made an unprecedented foray into the spirits world through a collaboration with **Cardinal Spirits**. Known for sourcing and blending spices for renowned chefs and restaurants around the globe, Lior took on the task with Bloomington, IN distillery to create **Terra Botanical Gin** – a one-of-a-kind spirit that explores a new range of botanicals inspired by sensory memories and spice.

Lior brought an unconventional approach to the gin-making process. "There's a usual roll-call of botanicals that go into gin, but why not explore a new approach? Instead, I harnessed our collective nostalgia for nature to capture *wilderness in a bottle*," says Lior Lev Sercarz. Drawing from his native Israel, he incorporated zuta—a wild, indigenous mint that grew on his father's olive grove in Galilee. As the star of this botanical blend, it lends floral herbaceousness with resin and pine character. The bouquet is balanced with peppery, aromatic Indonesian cubeb berries and lightly bitter grapefruit. It encapsulates both Lior's early memories of the outdoors along with those of Adam Quirk, the co-founder of Cardinal Spirits, who has a deep fondness of Indiana's treasured state parks.

The results proved successful. Shortly after its late 2016 release, the American Distilling Institute awarded Terra Botanical Gin a **gold medal** and named it the **Best in Class Contemporary Gin for 2017**. The spirit is now being distributed in states throughout the country and has been featured in cocktails at acclaimed establishments such as chef Daniel Boulud's Michelin-starred restaurant Daniel in New York City.

*Cardinal Spirits, the craft distillery in Bloomington, Ind., makes vodka, gin, rum, whiskey, botanical liqueurs and more entirely on-site, using actual botanicals and spices, never any coloring/flavoring extracts. For more information, visit [www.cardinalspirits.com](http://www.cardinalspirits.com).*

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