

LA CHOUETTE

PRODUCED AND BOTTLED IN FRANCE



THE STORY OF LA CHOUETTE

“La Chouette” – which means “The Owl” in French – refers to the surprising bond between the night bird and French cider.

Traditionally, many farmers in the North-West of France made their own cider with apples from their orchards. In fact, cider was made in barns where owls could often be seen dwelling under the roof. Thus “La Chouette” has always looked after French cider!

LA CHOUETTE, A TRUE “CIDRE” AMBASSADOR

French regulations impose strict specifications on French cider making, which makes “cidre” a unique beverage in the cider world:

French Cider

Unlike many ciders, which are made from “table apples”, French cider is traditionally **made from dedicated apple varieties, called “cider apples”,** which gives it this unique taste.

Apple selection



LA CHOUETTE

La Chouette is **crafted from various cider apple varieties**, which can be sweet, bittersweet, sharp or bittersharp.

Making process

In most countries, reconstituted juice from apple concentrate may represent up to 100% of the total volume of a given cider. In France, **the use of juice from concentrate is strictly limited to 50% of the total volume, which helps preserve the natural aromas of apples.**



La Chouette is a **pure apple juice cider** and therefore is not made from reconstituted apple juice.

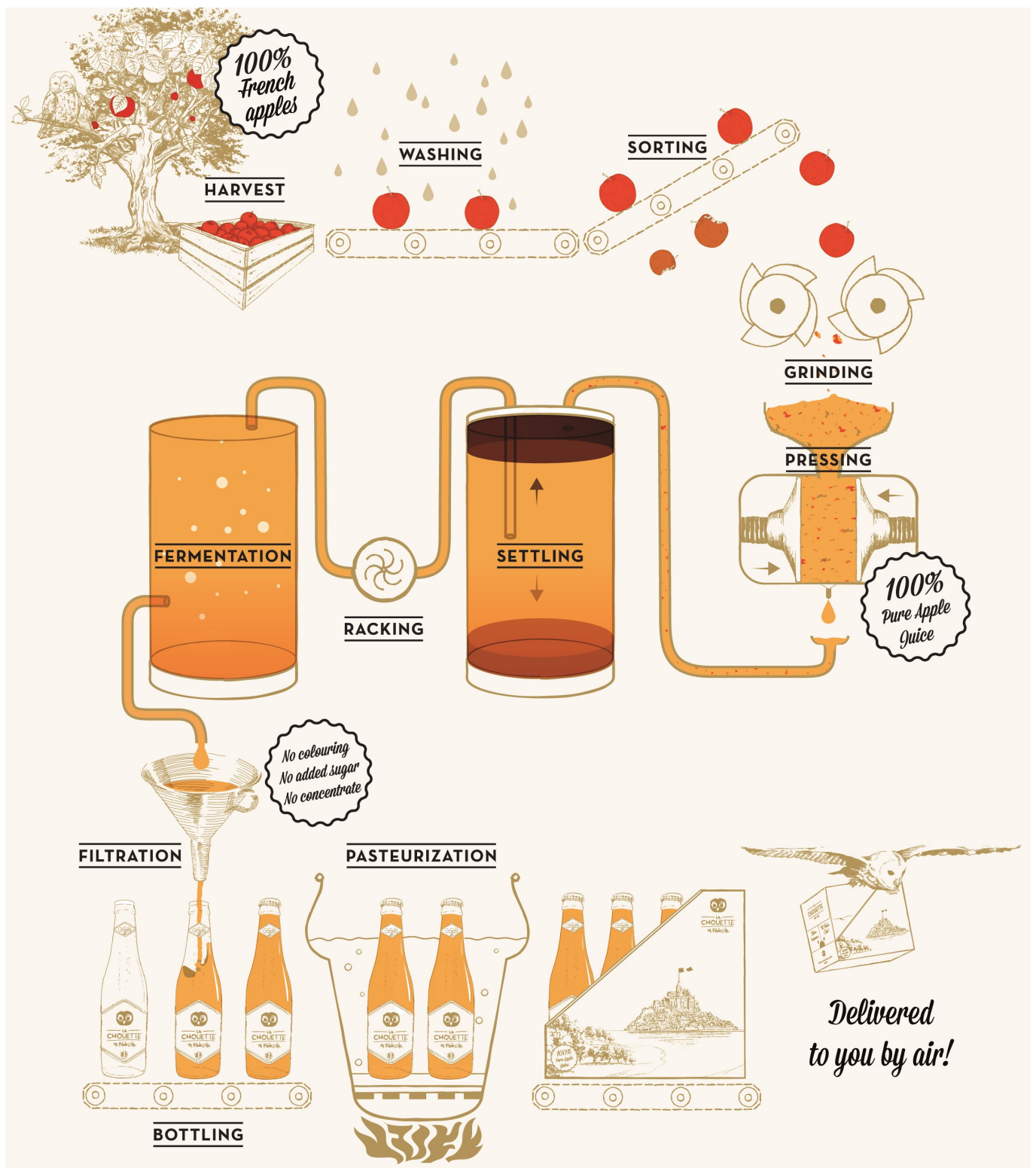
Sugar content

Many ciders contain added sugars as flavour enhancers. **French regulations strictly limit the use of added sugars** to prevent excesses.



La Chouette contains **no added sugar**, only the **natural sugar from apples**.

THE MAKING PROCESS OF LA CHOUETTE



ORGANOLEPTIC PROPERTIES



Eye: Shiny golden colour with orange hues.

Nose: Elegant aroma with floral and fruity notes.

Mouth: Fruity flavour, slightly tart with a bitter finish. Subtle caramel hints.



LA
CHOUETTE

The French Cider



33 cl - Alc. 4.5% vol.

- ✓ 100% made from French cider apples
- ✓ No artificial colouring or flavouring
- ✓ No added sugar or sweeteners
- ✓ Not from reconstituted apple juice

Shelf life: 2 years

Best served chilled at 8°C.



To keep in touch with La Chouette:



La Chouette cider

To know more about "cidre" and its cocktails:

www.lachouettecider.com

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