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BEVX REPORT

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BARROW'S INTENSE GINGER

THE DATA

Category: Liqueur

Sub-Category: Ginger Liqueur

Origin: Brooklyn, NY, USA

Retail Price: \$31

ABV: 22%



HOW TO ENJOY IT

This is fabulous served simply chilled but this is **a cocktail waiting to happen**. Combine one part of Barrow's Intense Ginger Liqueur to three parts Whiskey, Rum, or Brandy served on ice with soda and a wedge of lime. This will become an indispensable item in your bar.

COOL FACTOR

A

The Barrow's Intense Ginger is a handmade, natural product with great flavors and incredible versatility at the pro and home bar. Besides, I love ginger. Grade - A



ANALYSIS



The Barrow's Intense Ginger is marketed in the US by Serrallés USA (Don Q Rums, Death's Door, Caliche Rum, Wondermint Liqueur and Kringle Cream), which is a statement of quality. This is a natural product being produced with **just four ingredients: ginger, sugar, cane spirit, and filtered water**. More than 200 pounds of fresh ginger are used in each batch. It's bottled at 44 proof further allowing a small dose of this liqueur to shine in your cocktails.



TALKING POINTS

JOHN EASON, COO AT SERRALLÉS USA



"We're excited to have formed a true partnership with a company rooted in craftsmanship which marries to our philosophy. Additionally, being crafted in NYC, the mecca of the cocktail development, gives us a unique platform to bring to the trade and consumers a wonderful ginger expression that has lots of local excitement."

VALUE GRADE



This is not cheap but then again, nothing real and delicious is cheap. At just over \$30 for a 750ml this is a **reasonable value in my estimation** and I'm happy to pay it. Grade - B

B

IN THE GLASS

Appearance: Hazy lemon-lime in the glass with intense glycerin legs.

Aromatics: The nose reveals vibrant ginger aromas married with brown sugar with hints of citrus. Its aromatics profile is a dead-ringer for my homemade ginger syrup.

Flavor: The palate is in full accord with the nose with a rich, silky entry that soon gives way to flavors of freshly grated ginger. The finish builds in peppery intensity and lingers on for minutes.

Intensity & Texture: The Barrow's Intense is truly intense with a fresh and assertive ginger note that delivers the flavors and power that ginger lovers desire.

MORE THAN
THE SCORE



FIERCELY
INDEPENDENT