

France

PASTIS CASANIS

”Marseillesian pastis has Corsican roots”

Story

Corsican Emmanuel Casabianca decided to develop his own anise-based aperitif in 1925. There was a demand for new anise products, because the sale and production of absinthe had been banned in France already in 1914. Emmanuel moved from Corsica to Marseille during World War II. In Marseilles, Emmanuel finished his product and in 1950 it was renamed Casanis (Casabianca + anis). The history of Pastis Casanis is still strongly reflected on the product label. The label is based on the shape of the island of Corsica, and above the product name is the blue cross coat of arms of the city of Marseille and the Maure coat of arms of Corsica. Anise grass and star anise are distilled and liquorice and other herbs are aromatised in the blend.

Producer

In 1934, a young Jean Cayard founded La Martiniquaise SA, a French company focused on importing and selling rums. By the 1940s, the company expanded its operations to include sales of cognac, calvados, port wine, Madeira, and other sweet wines. The company experienced significant growth throughout the 20th century and continues under the leadership of Jean-Pierre Cayard, the son of Jean Cayard. Today, La Martiniquaise is the second-largest French group in the spirits industry and ranks among the top 10 globally. The conglomerate's annual turnover exceeds 1 billion euros, encompassing 38 subsidiaries and production facilities, employing over 2,300 people worldwide. Despite its vast scale, La Martiniquaise remains a family-owned business, continuing its legacy as such into the present day."

COLOR Lemon yellow

TASTE Dryish, medium-bodied, warm, notes of fresh green anis, herbal, mildly floral

TIPS FOR USE The traditional way is to enjoy Casanis like whiskey with a dash of water, almost on its own. Another way is to extend Pastis Casanis with a larger amount of water, with a 5:7 ratio.

WINE TYPE Anise distillates
MANUFACTURER La Martiniquaise
ALCOHOL CONTENT 45%
SUGAR CONTENT 18 g/l

PACKAGE SIZE 12 bottle(s)
BOTTLE CLOSING Screw cap
BOTTLE SIZE 0,5 l
PRODUCT NUMBER 114033

