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APÉRITIFS



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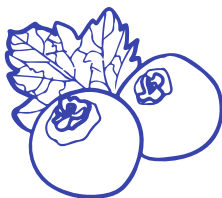
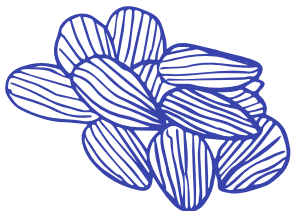
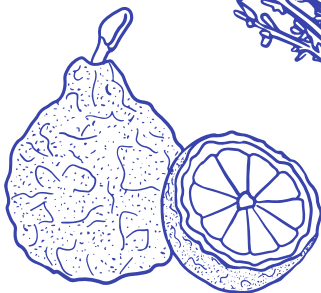
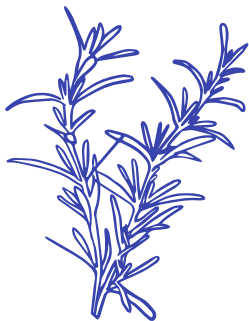
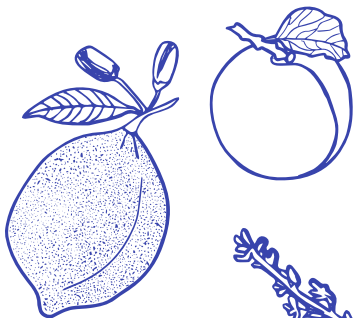
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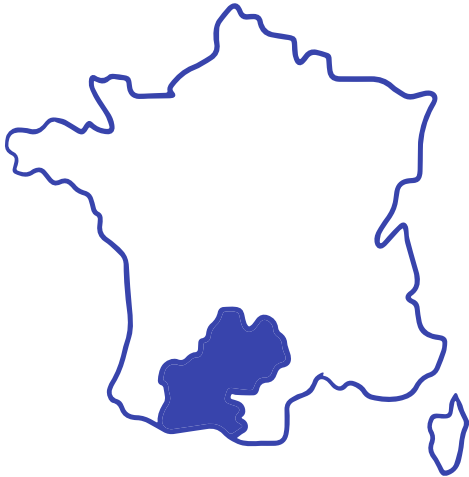
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A STORY OF FLAVOR



OUR STORY



When you grow up in a household that is all about cooking and hospitality, there's a serious chance you will end up with that same bacteria.

Our 25 year-old founder Jules was introduced to the world of hospitality at a young age.

It was a matter of time before he found himself in some of the better kitchens in Belgium, learning the tricks of this beautiful trade.

His passion for flavor and hospitality are what made him pursue the dream of creating a drink somewhere in between a wine and a spirit.



WHAT'S IN A NAME?

Our name refers to the southern part of France called Le Midi.

A place where apéro, petanque and rosé are considered heritage.

Having a 1/2 French, 1/2 Belgian founder, the connection with this beautiful country was always there.

Our apéritifs are meant to recreate that southern “je ne sais quoi” and teleport you back to that sun-covered terrace on holiday.

Wine-based apéritifs, made from the juiciest of wines, Mediterranean fruits, herbs and roots.



OUR PROCESS

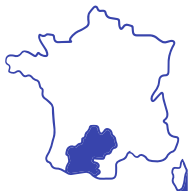
Triggered by the rich and well known apéritif culture. Improved with modern techniques in distillation and maceration. Resulting in complex, juicy apéritifs that leave no one unmoved.

Our process is one that is unique in its kind, every step is carefully executed with one key-element in mind: flavor. To achieve something delicious in the end, one must build-up flavor from the very beginning.

Complex flavors, fresh, easy to drink, low in alcohol. Best enjoyed with friends and beautiful sunsets.

The Process

1

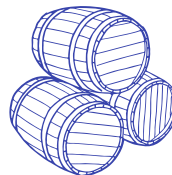


This story begins in the southern part of France, called 'Le Midi'. A place where apéro, petanque & rosé are considered heritage.

vineyards in Midi, France



grape harvest



After harvest our grapes are pressed and fermented into the juicy wines we all love.

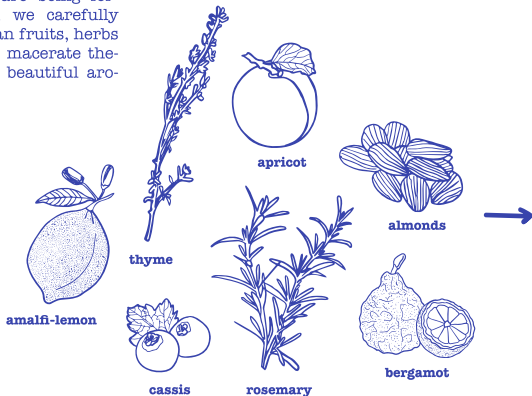
The juicy southern wines are finally fortified with the rich vacuum distillates and finished into delicious apéritifs for you to discover



2

While our grapes are being fermented into wine, we carefully select mediterranean fruits, herbs and roots. We then macerate these to extract their beautiful aroma's.

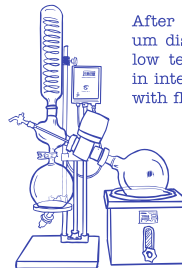
Working with smaller vineyards allows us to carefully select our wines. To achieve something delicious in the end, one must build-up flavor from the very beginning.



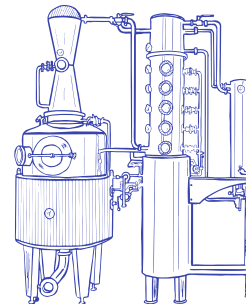
WINE-BASED APÉRITIFS, FORTIFIED WITH VACUUM DISTILLATES OF THE FRESHEST MEDITERRANEAN FRUITS AND HERBS. IT'S THE SOUTH IN A BOTTLE



distillery



After maceration, we vacuum distill our botanicals at low temperature. Resulting in intense distillates packed with flavor



rotavap

APÉRITIFS

What are apéritifs?

Apéritifs are many things.

They can be a spirit, a cocktail or the bite that goes with it.

They can even be considered the moment you're drinking the above.

Most apéritifs have complex taste and are made of several fruits, herbs and roots.

Some can be bitter, some can be sweet.

They are usually low in alcohol and high in flavor.

They can be enjoyed throughout the night accompanied by some small food plates with out feeling bad the day after.

Midi Apéritifs are less bitter than amari like Campari, and have a fraction of the sweetness usually found in traditional vermouths.

How to serve our apéritifs

Serve them chilled over ice, pair them with your go-to tonic/soda or spritz away with your favorite sparkling wine.

You can also use Midi as a base for some delicious cocktails



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Midi & Tonic

Ingredients

50ml Midi Classic Red
Top with tonic water

Glass & Garnish

Low tumbler or highball
Orange zest

Method

Build over ice



Midi Spritz

Ingredients

60ml Midi Classic Red
10ml lemon juice
Top with sparkling wine

Glass & Garnish

Wine glass
Half slice of orange/
grapefruit

Method

Build over ice



Midi & Soda/Tonic

Ingredients

50ml Midi Liquid Sunset
Top with soda water (50ml)

Glass & Garnish

Low tumbler or highball
Half slice of lemon

Method

Build over ice



Hugo Spritz

Ingredients

60ml Midi Liquid Sunset
25ml Elderflower syrup
15ml lemon juice
Top off with sparkling wine

Glass & Garnish

Wine glass
Half slice of lemon
Some mint (optional)

Method

Build over ice



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