



French & organic  
*Premium Mixers*



*Hysope today...*



Le goût  
de l'instant



*Hysope is....*

A **French Premium Mixers** brand made with **organic** and **high quality** ingredients.

Our mixers are designed to **enhance** cocktails thanks to their **bold** flavors, **intense bubbles** and **low sugar** recipes.



Mériadec Buchmüller  
Founder & CEO





# Our range meets all *your needs*

At Hysope, our team of epicureans strives every day to offer you a range of Premium Mixers made in France, with organic quality ingredients. Our added value? Authentic flavors and lightly sweetened Mixers, designed to enhance your cocktails!



Made in France



Natural & Organic



## *Spicy* Ginger Beer

Full-bodied ginger  
& a hint of chili

75 cl - 20 cl - 4 x 20 cl

## *Original* Tonic Water

Bold bitterness  
& bitter orange

75 cl - 20 cl - 4 x 20 cl

## *Cucumber* Tonic Water

Freshness  
& mellow bitterness

20 cl - 4 x 20 cl

## *Lemon* Tonic Water

Candied lemon  
& bold bitterness

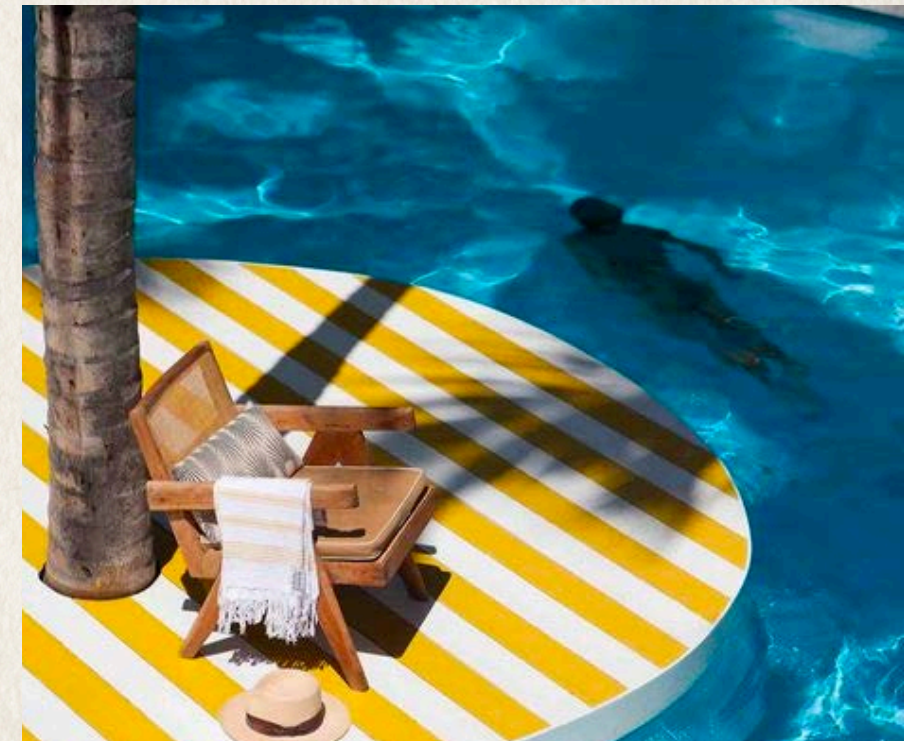
20 cl

## *Elderflower* Tonic Water

Floral notes  
& bold bitterness

20 cl







# A little *flashback*...

Referral Marketing  
(On Trade)

Expansion through distributors  
(Off Trade & Export)

2019

2020

2021

2022

2023

2024

Our founder, Mériadec Buchmüller, had an idea: **to create a French and organic Premium Mixers brand to match with all your favorite spirits.**

**Covid** strikes the world for Hysope's 1st anniversary... But despite bars closing, **sales are growing!**

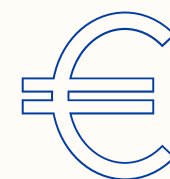
**COVID-19**

As bars reopen, Hysope **sales explode in the On Trade** sector! The first major cocktail bars and gourmet restaurants are now featuring Hysope.



In October, Hysope achieves a **record-breaking fundraising** for the soft drinks category in France, raising **€1.6 million.**

The aim? To structure and recruit in order to grow even faster!



The brand undergoes a makeover with an entirely **new design**, more French-inspired.

**LA MAISON DU WHISKY**

La Maison du Whisky becomes a strategic distribution ally in France for retail. And for its first year of foreign expansion, Hysope has already signed deals with 12 countries!



Hysope takes its **first steps into major retail** with listings at **Monoprix**, the most premium, and **Leclerc**, the largest, French retail chains !

**MONOPRIX**  
**E.Leclerc**





Premium Mixers  
are a core component of  
*the leading spirits brands' strategies*



Drink Strategies “& Tonic” and “Mule”



A fast-growing category, riding on  
**4 strong market trends**



**1 The democratization of cocktails**

Since Covid, the cocktail trend has established itself in consumer habits, whether at home or in bars, where their consumption is highly increasing.



**2 Spirits premiumization**

Despite inflation and structural decline, premium spirits maintain or even experience growth, especially in the Gin and Vodka categories.



**3 Long Drinks, a perennial favorite**

As a result of the strategy of major alcohol brands, Long Drinks are becoming the new standard in bars.



**4 France's attractiveness is blooming**

French DNA has become a true guarantee of quality, propelling France to the rank of the 6th largest global exporter in the world.

*Our added value!*





*Trust is everything!*



# Trust in... *our products!*



## MADE IN FRANCE

Our recipes are created in **Grasse**, produced in **Normandy**, with organic beetroot sugar from **North of France**. Steered by a **Bordeaux**-based team, determined to bring you nothing but the finest.



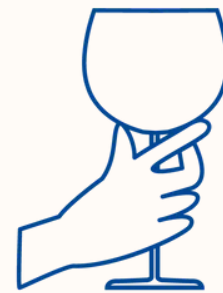
## INTENSE BUBBLES

An intense and **fine bubble** that **persists over time**, for long lasting cocktails! The perfect carbonatation to enhance the flavors of both our mixer and your spirits.



## NATURAL & ORGANIC

Certified by **Ecocert** since our inception, choosing organic ingredients was a no-brainer for us. At Hysope, ingredient lists are short and **free of artificial flavors and sweeteners!**



## BOLD FLAVORS

Our mixers are crafted with the **highest grade of natural flavors**, to enjoy the **true taste of the ingredients!** Authentic flavors without compromise, that will enhance your cocktails without overshadowing the spirit.







## Trust in... *our company*

### **A strong industrial partner :**

>> SLAUR Sardet : one of the leading beverage manufacturers in France :

- 7 production lines
- 100 million units per year
- 1600 containers per year
- 10,000 trucks per year
- and a proximity to Le Havre, ideal for exportation

### **Daily supported by a team of experts :**

- Member of the French “Réseau Entreprendre”
- Advised by Team France Export
- A record fund-raising of 1,6m€ in 2022, including BPI France

**S**laur  
ardet

**bpi**france

**TEAM**  
**FRANCE**  
— EXPORT —





## Trust in... *our People*

### A team of F&B business' experts !

Made of 13 players including 5 leaders :



**Mériadec Buchmüller**  
CEO



**Clément Augier**  
On-Trade Director



Duclot .



**Marie Aurières-Montalant**  
Off-Trade & Export Director



**Amaëlle Lagrange**  
Head of Marketing



**Bénédicte Losson**  
Head of Operations



>> Supported by 3 Junior Managers, 3 sales representatives & 2 interns



What's next? We're set  
*to conquer the world!*



already in daily business with

**12**

countries  
over the world  
(Europe, America, Asia..)



an Export team of

**3**

dedicated people  
to meet your needs



The only

**organic**

brand on the  
international Premium  
Mixers market

>> Partnerships with <<  
*leader Master Distributors*





## That's what *they say!*

*"Hysope is the perfect addition to our spirits portfolio, perfectly meeting market demand. We firmly believe that this brand will be successful."*

**THIERRY BENITA** - CEO - LA MAISON DU WHISKY

...

*"According to me, the sparkling of a mixer is crucial, it's what makes the difference! And Hysope is great at mastering the carbonation."*

**JÉRÉMY LAUILHÉ** - BEST CRAFTSPERSON IN FRANCE - BARTENDER 2022

...

*"When clients express their dislike for Gin, we initiate them to a Malouin's Gin & Tonic with Hysope Tonic Water and instantly they change their perspective!"*

**THOMAS & CHARLOTTE JOURDAN** - FOUNDERS OF LA DISTILLERIE DE SAINT MALO AND MALOUIN'S





# Designed for cocktails & *approved by the best bartenders*

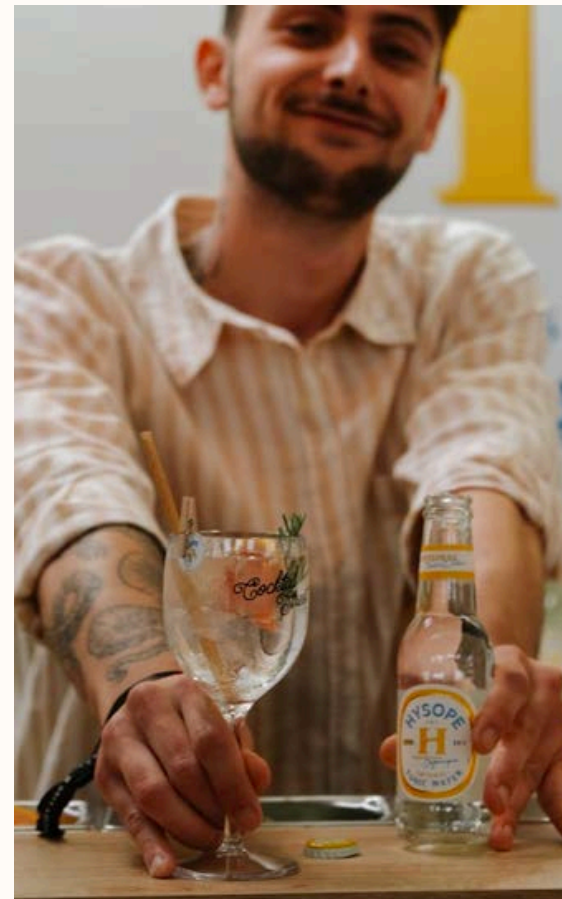
Created to enhance even the simplest cocktails into genuine pleasures  
and to pair seamlessly with a wide range of spirits.



**Gabriel Pons**  
Bacardi  
Brand Ambassador



**Lucie Noppe**  
Co-founder of Combat Bar  
& St-Germain Brand  
Ambassador



**Thomas Alquier**  
Giffard Wes Cup  
Finalist



**Luc Degroux**  
The Bartender Society 2020  
Winner



**Mattéo Braguti**  
Dirty Dick  
Bartender



**Les Cocktails de Charles**  
Anaë  
Brand Ambassador





## Our international *partners*

**CITADELLE**  
GIN DE FRANCE

**LA MAISON  
DU WHISKY**

*Galeries  
Lafayette*

**HYATT**<sup>®</sup>



**ACCOR**

**CAMPARI**

**EATALY**  
alti cibi

**BULLEIT  
BOURBON**

  
**BELVEDERE**  
VODKA

  
**GREY GOOSE**<sup>®</sup>  
VODKA

**GIFFARD**  
DEPUIS 1885

  
**Hilton**  
HOTELS & RESORTS









HYSOPE

H

FR

750ML

PREMIUM MIXER

*Organique*

ORIGINAL  
TONIC WATER

*Product sheets*



# Spicy Ginger Beer



Made in  
France



Natural &  
Organic



75 cl

20 cl

4x20 cl

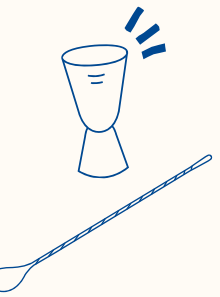
## OUR ADDED VALUE

Our Spicy Ginger Beer is a true gem, fresh and spicy! Unique, it stands out with its character: the authentic taste of ginger, with fresh and bold notes, and a hint of chili on the finish. Perfect for giving a signature touch to all your cocktails!



## OUR BARTENDER'S TIPS

*"Hysope Spicy Ginger Beer is a must-have for all Mule cocktails. Its unique character adds a real touch to my simplest as well as more sophisticated creations! To innovate, try the Mezcal Mule or even the Monkey Mule with whiskey!"*



### Moscow Mule

- 4 cl of Vodka
- 12 cl of Hysope Spicy Ginger Beer
- 1 cl of lime juice
- 2 dashes of bitter
- 1 wedge of lime

### Ingredients

Carbonated water, sugar\*, ginger juice 1%\*, natural flavor of ginger\*, tartaric acid natural flavor of chili pepper, lemon juice\*.

\*Organic certified

### Nutrition facts

Average per 100 ml :

Energy 40 kcal / 169 kJ  
Total Fat 0g  
Sodium 10mg  
Total Carb. 8.8g  
Total Sugars 8.8g (incl. 8.8g Added Sugars)  
Protein 0g



# Original Tonic Water



Made in  
France



Natural &  
Organic



75 cl

20 cl

4x20 cl

## OUR ADDED VALUE

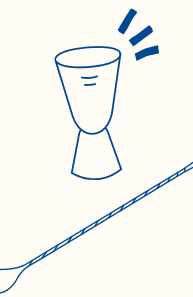
Our Original Tonic Water stands out with its bold bitterness and rich aromatic bouquet created from quassia, gentian and quinine, with hints of bitter orange peel :  
the Hysope's signature!

A must-have to enhance your Gin & Tonics and other iconic cocktails!



## OUR BARTENDER'S TIPS

*"Hysope Original Tonic Water elevates all my Gins without exception! Its pronounced bitterness is perfect for adding zest to all my Long drinks. It's also a true delight for mixing with liquors such as Lillet or Campari!"*



### Gin & Tonic

- 4 cl of Gin
- 12 cl of Hysope Original Tonic Water
- 1 half slice of pink grapefruit
- 1 rosemary sprig

### Ingredients

Carbonated water, sugar\*, citric acid, natural flavor of quassia, natural flavor of citrus, natural flavor of gentian, natural flavor of cinchona.

\*Organic certified

### Nutrition facts

Average per 100 ml :

Energy 30 kcal / 125 kJ

Total Fat 0g

Sodium 10mg

Total Carb. 7,5g

Total Sugars 7,5g (incl. 7,5g Added Sugars)

Protein 0g



# Cucumber Tonic Water



Made in  
France



Natural &  
Organic



20 cl

4 x 20 cl

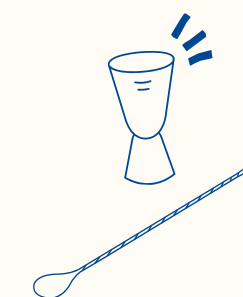
## OUR ADDED VALUE

Perfect for making refreshing cocktails, our Cucumber Tonic Water is particularly valued for its freshness and distinct cucumber notes. Ideal for balancing the natural bitterness of juniper of many Gins. Perfect for those who prefer a smoother bitterness !



## OUR BARTENDER'S TIPS

*"For customers who prefer a smoother bitterness, I recommend Hysope Cucumber Tonic Water! It pairs perfectly with Gins like Hendrick's. Looking for original cocktails? Try with an elderflower liqueur or twist your Cucumber G&T with basil syrup!"*



## Cucumber Gin & Tonic

- 4 cl of Gin
- 12 cl of Hysope Cucumber Tonic Water
- 1 lime zest
- 1 rosemary sprig

## Ingredients

Carbonated water, sugar\*, citric acid, natural flavor of quassia, natural flavor of citrus, natural flavor of gentian, natural flavor of cucumber, natural flavor of cinchona.

*\*Organic certified*

## Nutrition facts

Average per 100 ml :

Energy 30 kcal / 125 kJ  
Total Fat 0g  
Sodium 10mg  
Total Carb. 7,5g  
Total Sugars 7,5g (incl. 7,5g Added Sugars)  
Protein 0g



# Lemon Tonic Water



Made in  
France



Natural &  
Organic



20 cl

## OUR ADDED VALUE

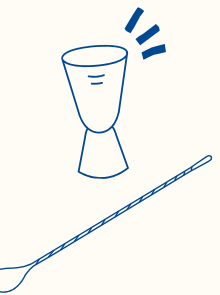
Hysope Lemon Tonic Water is the perfect balance between a bold bitterness, thanks to Hysope's signature quartet (quassia, bitter orange, gentian and quinine) and the freshness of candied lemon.

A generous aromatic blend for cocktails with sun-kissed notes !



## OUR BARTENDER'S TIPS

*"Hysope Lemon Tonic Water enhances the citrus notes of Gins, such as Roku. It also pairs wonderfully in cocktails with aged rums or herbal liqueurs, like Suze! You can also use it to make a Whisky Tonic, very simple and works every time !"*



## Lemon Gin & Tonic

- 4 cl of Gin
- 12 cl of Hysope Lemon Tonic Water
- 1 slice of lemon
- Pink pepper

## Ingredients

Carbonated water, sugar\*, citric acid, natural flavor of quassia, natural flavor of citrus, natural flavor of lemon\*, natural flavor of gentian, natural flavor of cinchona.

*\*Organic certified*

## Nutrition facts

*Average per 100 ml :*

Energy 30 kcal / 125 kJ  
Total Fat 0g  
Sodium 10mg  
Total Carb. 7,5g  
Total Sugars 7,5g (incl. 7,5g Added Sugars)  
Protein 0g



# Elderflower Tonic Water



20 cl



Made in  
France



Natural &  
Organic

## OUR ADDED VALUE

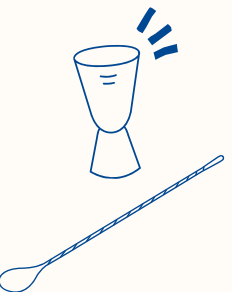
The Hysope Elderflower Tonic Water embodies the most pronounced floral profile in our range. From the first sip, it evokes notes of spring flowers that give way to a bold bitterness on the palate.

Perfect for making fruity cocktails when summer rolls around!



## OUR BARTENDER'S TIPS

*“Hysope Elderflower Tonic Water beautifully enhances highly aromatic Gins like those from Christian Drouin or G’Vine. It also pairs perfectly with fruits’ spirits such as Cognac, Armagnac, or even Calvados in a Calva’ Tonic !”*



## Elderflower Gin & Tonic

- 4 cl of Gin
- 12 cl of Hysope Elderflower Tonic Water
- 1 half slice of orange
- 1 rosemary sprig

## Ingredients

Carbonated water, sugar\*, natural flavor of elderflower\*, citric acid, natural flavor of quassia, natural flavor of citrus, natural flavor of gentian, natural flavor of cinchona.

*\*Organic certified*

## Nutrition facts

Average per 100 ml :

Energy 30 kcal / 125 kJ

Total Fat 0g

Sodium 10mg

Total Carb. 7,5g

Total Sugars 7,5g (incl. 7,5g Added Sugars)

Protein 0g





*Cocktail Book*



## Gin & Tonic



### Ingredients

4 cl of gin  
12 cl of Original Tonic Water

### Garnish

1 half slice of pink grapefruit  
1 rosemary sprig

## Gina Spritz



### Ingredients

4 cl of gin  
2 cl of Aperol  
2 cl of lemon juice  
6 cl of Original Tonic Water

### Garnish

1 bay leaf

## Paloma



### Ingredients

4 cl of tequila  
2 cl of grapefruit juice  
2 cl of lime juice  
10 cl of Original Tonic Water

### Garnish

1 half slice of pink grapefruit

## Americano



### Ingredients

4 cl of Campari  
4 cl of red vermouth  
6 cl of Original Tonic Water

### Garnish

1 half slice of orange

## Espresso Tonic



### Ingredients

An espresso shot  
2 cl of orange blossom water  
10 cl of Original Tonic Water

### Garnish

1 half slice of orange

*No Alcohol*

**Original · Tonic Water**



## Vodka Mule



### Ingredients

- 4 cl of vodka
- 1 cl of lime juice
- 2 dashes of Angostura bitter
- 12 cl of Ginger Beer Spicy

### Garnish

- 1 wedge of lime

## Mezcal Mule



### Ingredients

- 4 cl of mezcal
- 2 cl of agave syrup
- 1 cl of lime juice
- 10 cl of Ginger Beer Spicy

### Garnish

- A slice of ginger
- Pinch of chili pepper

## Burgundy Mule



### Ingredients

- 4 cl of gin
- 4 cl of blackcurrant syrup
- 10 cl of Ginger Beer Spicy

### Garnish

- Grapes

## Mexican Mule



### Ingredients

- 4 cl of tequila
- 2 cl of lime juice
- 2 dashes of Angostura bitter
- 12 cl of Ginger Beer Spicy

### Garnish

- 1 wedge of lime

## Caribbean Mule



*No Alcohol*

### Ingredients

- 3 cl of rum flavoured syrup
- 2 cl of lime juice
- 12 cl of Ginger Beer Spicy

### Garnish

- 1 wedge of lime

*Spicy · Ginger Beer*



## Cucumber Gin & Tonic



### Ingredients

4 cl of gin  
12 cl of Cucumber Tonic Water

### Garnish

Lime zest  
1 rosemary sprig

## Mexican Cucumber



### Ingredients

4 cl of tequila  
1 cl of lime juice  
12 cl of Cucumber Tonic Water

### Garnish

1 wedge of lime

## Basil & Cucumber Smash



### Ingredients

4 cl of gin  
2 cl of lemon juice  
1,5 cl of basil syrup  
0,5 cl of honey  
5 cl of Cucumber Tonic Water

### Garnish

Basil leaves

## Spring Tonic



*Low Alcohol*

### Ingredients

1,5 cl of elderflower liqueur  
1,5 cl of lemon juice  
2 dashes of saline solution  
6 cl of Cucumber Tonic Water

### Garnish

1 slice of cucumber

## This is not a Gin & Tonic



*No Alcohol*

### Ingredients

3 cl of alcohol free gin  
2 cl of lemon juice  
1,5 cl of agave syrup  
10 cl of Cucumber Tonic Water

### Garnish

1 wedge of lime  
1 rosemary sprig

*Cucumber · Tonic Water*



## Lemon Gin & Tonic



### Ingredients

4 cl of gin  
12 cl of Lemon Tonic Water

### Garnish

1 slice of lemon  
Pink berries

## Whisky Tonic



### Ingredients

4 cl of whisky  
12 cl of Lemon Tonic Water

### Garnish

1 slice of lemon

## Vodka Tonic



### Ingredients

4 cl of vodka  
2 cl of orgeat syrup  
1 cl of lemon juice  
10 cl of Lemon Tonic Water

### Garnish

1 slice of dried lemon

## Gin Fizz



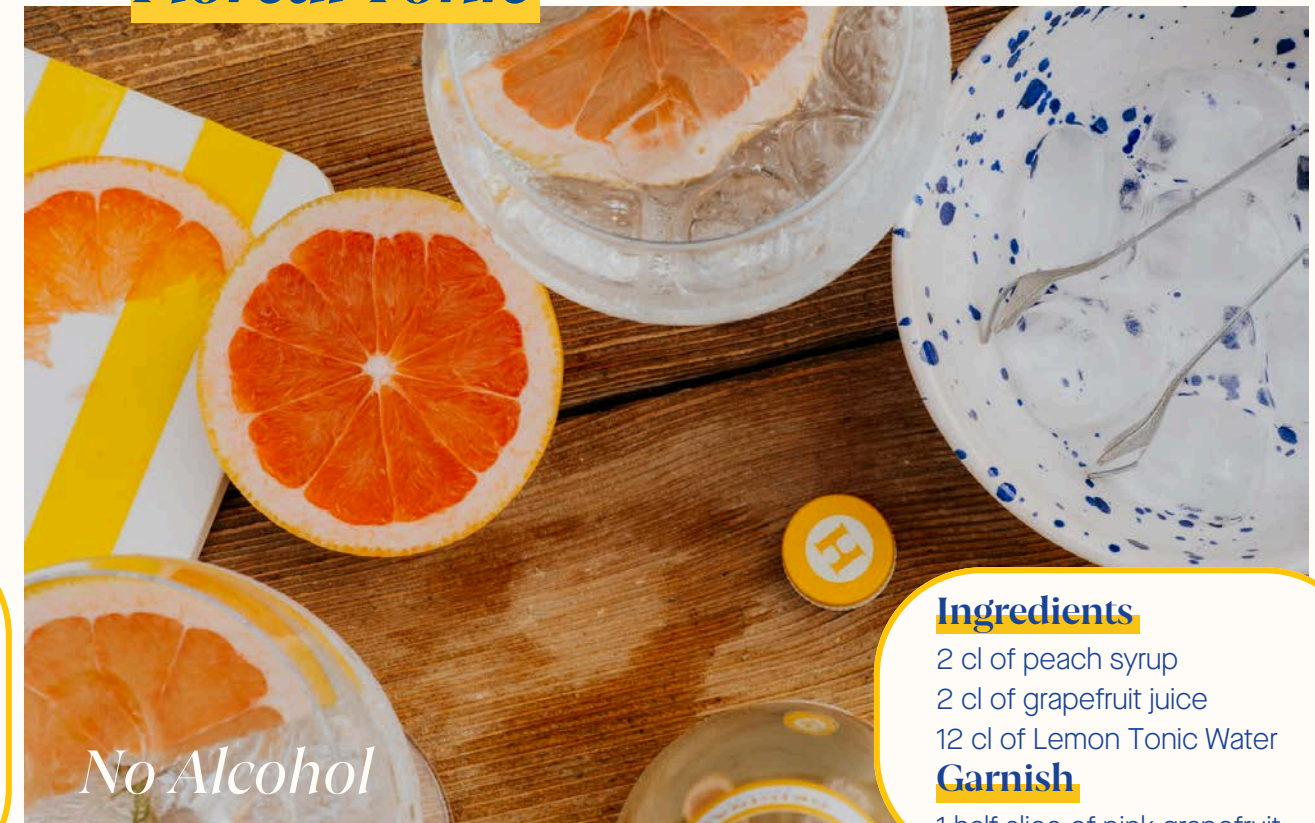
### Ingredients

4 cl of gin  
2 cl of lemon juice  
2 cl of sugar syrup  
1 egg white  
8 cl of Lemon Tonic Water

### Garnish

1 slice of lemon

## Floreal Tonic



### Ingredients

2 cl of peach syrup  
2 cl of grapefruit juice  
12 cl of Lemon Tonic Water

### Garnish

1 half slice of pink grapefruit

Lemon · Tonic Water



## Elderflower Gin & Tonic



### Ingredients

4 cl of gin  
12 cl of Elderflower Tonic Water

### Garnish

1 half slice of orange  
1 rosemary sprig

## Hugo Spritz



### Ingredients

4 cl of elderflower liqueur  
6 cl of prosecco  
6 cl of Elderflower Tonic Water

### Garnish

1 slice of lime  
Fresh mint leaves

## To the moon



### Ingredients

4 cl of gin  
1,5 cl of white vermouth  
1 cl of violet liqueur  
10 cl of Elderflower Tonic Water

### Garnish

Lemon zest

## Bergamotto Tonic



*Low Alcohol*

### Ingredients

5 cl of bergamot liqueur  
1 cl of lime juice  
10 cl of Elderflower Tonic Water

### Garnish

Lime zest  
Jasmine flower

## Garden Spritz



*No Alcohol*

### Ingredients

3 cl of lime juice  
2 cl of passion fruit juice  
10 cl of Elderflower Tonic Water

### Garnish

2 slices of lime

*Elderflower · Tonic Water*



Le goût  
*de l'instant*



[WWW.HYSOPE.CO](http://WWW.HYSOPE.CO)

