

Legendre Herbsaint: 1944 Booklet

HERBSAINT

The Distinctive Drink for Discriminating People

Legendre *Herbsaint* is a specialty liqueur, manufactured at 100 proof.

Long a favorite drink of the connoisseur, who makes drinking an art, an Herbsaint Frappé should be sipped leisurely to fully enjoy its delectable smoothness and subtle bouquet.

In combination with other drinks, *Herbsaint* adds an indefinable quality that makes it a *must* in a wide variety of concoctions.

Today, because of its unique appeal, *Herbsaint* is nationally and internationally known as the Distinctive Drink for Discriminating People.



LEGENDRÉ & CO.

Federal Permit R-48—La. State Permit M-4

LEGENDRÉ BUILDING

NEW ORLEANS 12, LA.

The purpose of this book is to recall the rich glories of the past, and in so doing to trace the history of Legendre *Herbsaint*—a history which has indeed become interwoven with the story of the Vieux Carré, famous French Quarter of New Orleans.

In this Souvenir Recipe booklet you will find how to make an *Herbsaint* Frappé—how to serve an *Herbsaint* Punch, and learn the secrets of New Orleans bartenders of other days—recipes zealously guarded by their creators and handed down to posterity from generation to generation. Legendre *Herbsaint* is a specialty liqueur, manufactured at 100 proof, and it is bottled in 4/5 quarts.



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The Story of HERBSAINT

French in name, French in origin, and French in its sophisticated appeal, Legendre Herbsaint is a drink distinctly European in character.

Its very appearance differs from all other drinks. In its original state Herbsaint is a transparent greenish amber. Mixed with water or ice as in a frappé, Herbsaint becomes an opaque beverage whose gyrating whorls of coalescent strata have a distinct opalescent hue.

This refreshing and delightful beverage pleases the palate of the connoisseur and man about town alike, and is reminiscent of the charm and unique appeal of New Orleans, in whose Vieux Carré it has attained its greatest popularity. To drink Herbsaint is to recall the glories of the past, to renew acquaintance with the romance and glamour of by-gone days of Old France and of that France of the New World—Louisiana.

The famous recipe of Herbsaint has been a long guarded treasure of the Legendre family, a prized possession, handed down from father to son. During all the years, the Legendres pride themselves on the fact that they have never deviated from the original formula of

their forebears in the manufacture of the product which has become a New Orleans institution and a national favorite.

THE HERBSAINT LABEL

The attention of the reader is particularly directed to the Herbsaint label. This is embellished with a composite pen and ink drawing showing the original Old Absinthe House which housed the Old Absinthe Bar (where Herbsaint is now served at its best), with an ornamental iron fence, so typical of the French Quarter. A large urn of the type used in importing Olive Oil from Spain centuries ago, and which today may be seen in large numbers throughout the city's court yards, is also shown.



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HERBSAINT

A Specialty Liqueur

100 PROOF

Today the Legendre family is manufacturing Herbsaint in New Orleans, and selling it nationally as the only genuine product under this name. Only experienced chemists, using the secret formula, can properly produce Herbsaint. Legendre Herbsaint is the only drink of its kind in the world. There are imitations, of course, but there is only one Herbsaint. It is now known throughout the United States, and is in popular use in all the large bars and cafes in the country. Herbsaint has a delectable taste and flavor, and its distinctive and refreshing quality, its beautiful opalescent color have made Herbsaint an immediate and popular success wherever it is sold.

Legendre Herbsaint is the most versatile of all liquors: as a frappe, for which it is used most, it is delightful and refreshing. In combination with other drinks it is a mixer par excellence; as a punch it becomes the life of the party; while all true connoisseurs know Legendre Herbsaint as the distinctive drink for discriminating people.

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What is a FRAPPE?

An Herbsaint Frappé, in fact any frappé, (pronounced frap-pay), is an iced drink the glass of which has become covered with a thin film of ice on the outer side.

To achieve this film of ice it is necessary to fill the glass to the brim with plenty of *cracked* (but not crushed) ice, pour in the liquid and stir vigorously until the film of ice appears on the outside and the glass becomes frosted. Then strain off the liquid into a second glass, remove the ice to prevent the drink from becoming diluted, and pour the frappé back into the frosted glass. Sip slowly and enjoy to the fullest extent the delectable smoothness and subtle bouquet of a frosty frappé.



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The World-famous HERBSAINT FRAPPE

Every host has sought a drink which is easy to make, does not require a wide assortment of ingredients, and which may be prepared at a moment's notice. To those hosts nationwide, Herbsaint offers the Herbsaint Frappé. The only ingredients necessary are sugar, Herbsaint, ice and a long handled spoon—and what home is without these?

THE HERBSAINT FRAPPE RECIPE

Pour two ounces of *Herbsaint* into a thin six-ounce glass (commonly called a straight shell). Fill the glass three-quarters full with cracked ice. Add a half teaspoon of simple syrup or sugar and two ounces of carbonated or plain water. Then fill glass with more cracked ice. Stir, using a long-handled spoon with up and down motion

until outside of glass is well frosted. Strain into another glass that has been chilled. Remove the ice from the original glass. Now pour the *Herbsaint* Frappé back into the well frosted glass and serve.



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HERBSAINT HURRICANE

As Strong as the Wind of a Hurricane—

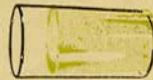
One and one-half ounces of *Herbsaint*.
One ounce of Passionola Green.
Pour the *Herbsaint* and Passionola into a mixing glass and stir vigorously. Strain into a tall glass over three cubes of ice and fill to brim with seltzer or carbonated water. Decorate with a slice of Orange and Lemon.



HERBSAINT FLOATING POWER

Exotic as a Tropical Flower

Pour into a mixing glass one ounce of *Herbsaint*, one ounce of Passionola Gold and one-half ounce of Lemon juice and shake vigorously. Now pour into a Tom Collins glass which has been half filled with crushed ice. Fill a large tablespoon with one ounce of Red Wine and gently float the wine on top of the drink. Top with a red cherry. Decorate glass with a slice of Lemon and a slice of Orange. Serve with straws.



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HERBSAINT COCKTAIL

Fill a large glass three-quarters full of cracked ice.

One teaspoon of simple syrup.

Two ounces of *Herbsaint*.

One dash of Anisette.

Two dashes of Angostura Bitters.

Two ounces of carbonated water.

Stir well and strain into a cocktail glass.



The History of The Cocktail

The History of the Cocktail is so interesting, it is included here for your pleasure.

*To New Orleans, in 1795, came a gentleman who was forced to leave his native island of Santo Domingo because of an uprising of the natives. He established the "Pharmacie Peychaud" which was to become very famous. To Monsieur A. A. Peychaud goes the distinction of first serving what is now known as a cocktail. To his store the elite would come for a "coquetier," a special mixture of spiced brandy, bitters and other ingredients known only to him. There at tables his customers would linger to enjoy the delightful pleasures of this new beverage. His fame soon spread rapidly, and English speaking customers who had just come to New Orleans, unable to speak French, called for the beverage as a "kok-tay". This word soon became thoroughly Americanized into our present "cocktail".

Thus it came to pass that an old-fashioned double-ended egg-cup known in French as a "coquetier" gave its name to the "Cocktail."

*Reference: "Old New Orleans", by Stanley Arthur.

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HERBSAINT BRACER

For the morning after—



Fill half a glass with cracked ice.
Two ounces of *Herbsaint*.
Two ounces of Italian Vermouth.
One dash of bitters.
Twist a piece of lemon peel on top.
Mix well and strain into a small glass.

COLA HERBSAINT

A Southern Favorite—



Into a small thin glass filled with cracked ice put—Two ounces of *Herbsaint* and slowly fill with Coca-Cola. Stir gently and serve sizzling.

COCKTAIL CREOLE

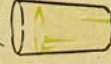
Now for a touch of local color—



Three teaspoons of Gin.
Three teaspoons of French Vermouth.
One dash of Orange Bitters.
Two dashes of *Herbsaint*.
Stir gently and serve in a cocktail glass.

LOUISIANA DERBY

Want something your size? Well, here's one to fit any size, says the Old-Timer.



One tablespoon of Grenadine.
One pony of *Herbsaint*.
One-half glass of broken ice.
Stir slowly and fizz with Seltzer until small glass is full.

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THE ORLEANIAN

Here's the famous old drink known the world over—



One teaspoon of simple syrup.
Three dashes of *Herbsaint*.
Two ounces of Rye Whiskey.
Two dashes of Bitters.
Twist a piece of lemon peel on top.
Pour into a glass of cracked ice, shake and strain into a cocktail glass.

HERBSAINT FRANCAISE

From the land where drinking became an art!



Pour two ounces of *Herbsaint* into a large glass. Fill with cracked ice. Then allow iced water to drip into the glass of *Herbsaint*, through a lump of sugar held in a strainer until the desired color and strength is reached—then pour into a small thin glass, stir, and serve.

SUMMER FIZZ

Let's cool off and relax a bit—this is a delicious summer drink.



Two and one-half tablespoons of Lemon juice.
One and one-half tablespoons of Lime juice.
Two tablespoons of Gin.
Sweeten with sugar.
Add sparkling water to fill large tumbler.
Shake well with plenty cracked ice.
Add a dash of *Herbsaint*.
Serve with a slice of Lemon or Lime.

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The Flowing Bowl

Punch is again coming into its own, bringing back all of the convivial atmosphere that surrounds the flowing bowl. If the smart host and hostess want to make a decided hit with their guests by serving something just a little different we recommend an *Herbsaint* Punch.

An *Herbsaint* Punch is the happy solution to those afternoon cocktail parties that last far into the night. It is also ideal for the small dance—the bridge supper and almost any intimate group of guests.

THE HERBSAINT PUNCH

You make it this way—

One bottle of *Herbsaint*.

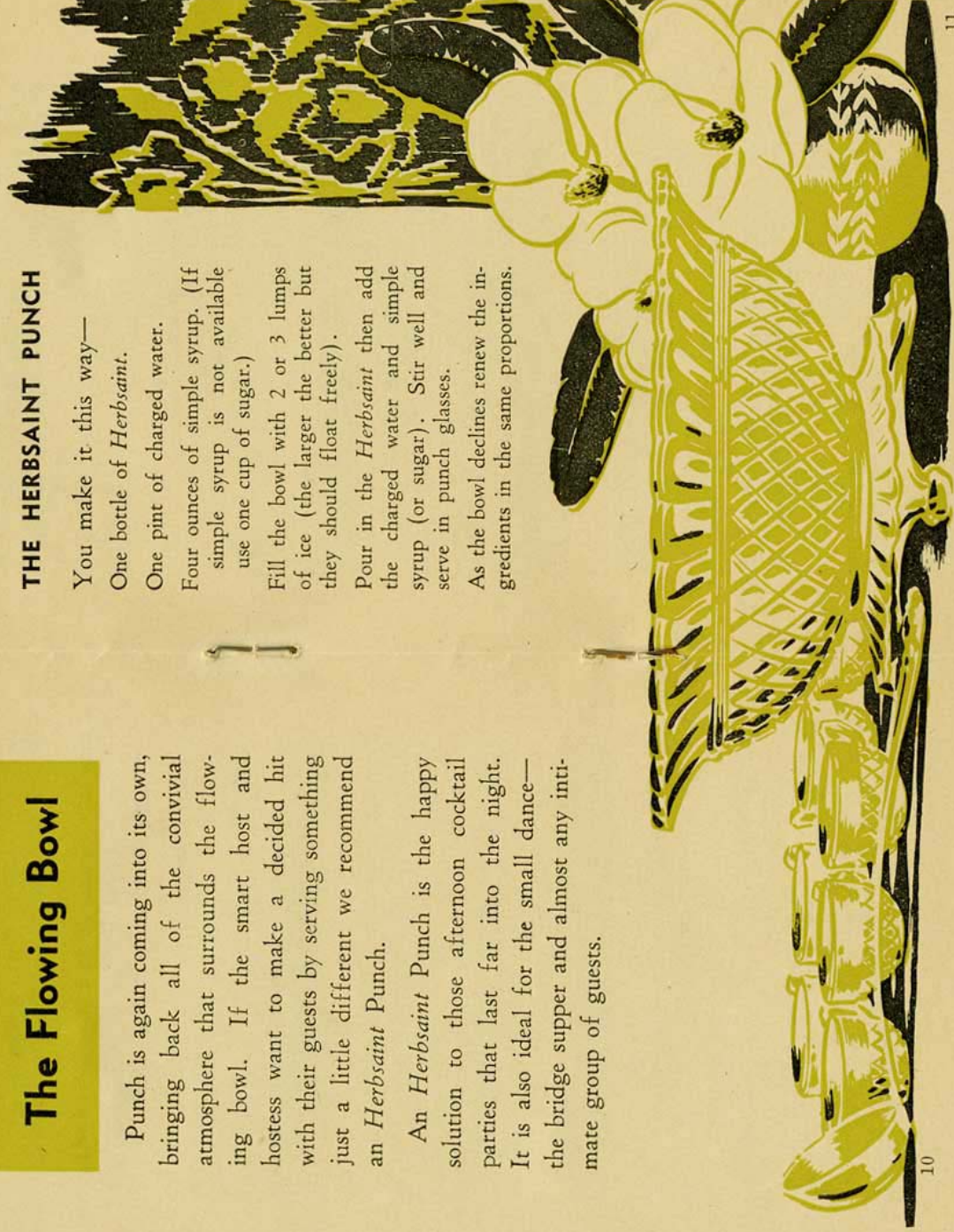
One pint of charged water.

Four ounces of simple syrup. (If simple syrup is not available use one cup of sugar.)

Fill the bowl with 2 or 3 lumps of ice (the larger the better but they should float freely).

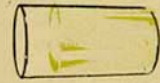
Pour in the *Herbsaint* then add the charged water and simple syrup (or sugar). Stir well and serve in punch glasses.

As the bowl declines renew the ingredients in the same proportions.



THE GREEN DIAMOND

A rare jewel to tempt Milady's appetite—



Use large glass.
Half fill the glass with shaved ice.
Three teaspoons of Anisette.
Two tablespoons of *Herbsaint*.
White of one egg.
Shake until well frosted, strain into thin glass and fill with seltzer and serve.

BACHELOR SPECIAL

We're ready now for something different, so the Old-Timer says try this one:



One teaspoon of Gin.
One teaspoon of French Vermouth.
One teaspoon of *Herbsaint*.
One teaspoon of White Mint.
Pour into glass of cracked ice, shake, and strain into cocktail glass, then serve.

THE SOUTHERN BELLE

Here's a fancy one:



One tablespoon of Whiskey.
One tablespoon of Lemon juice.
Two tablespoons of Orange juice.
One teaspoon of sugar.
Some cracked ice.
Shake well and serve in cocktail glass into which has been put two dashes of *Herbsaint*.

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MORNING CALL

Another pretty one for the early risers.



Half fill a glass with shaved ice.
Two tablespoons of Lime or Lemon juice.
Two tablespoons of Maraschino.
Two tablespoons of *Herbsaint*.
Stir gently, dress with fruit, and serve with a straw.

LAFITTE COCKTAIL

As bold as the pirate who once saved New Orleans—



One tablespoon of Dry Gin.
One tablespoon of Italian Vermouth.
One tablespoon of French Vermouth.
Two dashes of *Herbsaint*.
Pour into glass of cracked ice, shake well, and strain into cocktail glass.

THE BIG TOMATO

This one looks dangerous but is really delightful—



Three tablespoons of *Herbsaint*.
One tablespoon of Grenadine.
Shake well with crushed ice and strain into thin glass.

HERBSAINT ANISETTE



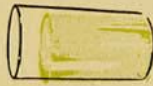
One ounce of Anisette.
Two ounces of *Herbsaint*.
Pour into an absinthe type glass filled with shaved ice and serve with a straw.

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LEGENDRE MINT JULEP

Here's one for the Colonels—

Fill small glass with three-quarters water and stir in one teaspoon of sugar. Crush three or four sprigs of fresh mint in the sugar and water until the flavor has been extracted. Then remove the mint and pour the flavored water into a large glass filled with fine ice. Two tablespoons of Whiskey. Two dashes of Jamaica Rum. One dash of *Herbsaint*. Stir well. Decorate with a few sprigs of mint and fruit and serve.



OLD FASHIONED COCKTAIL

For the silver among the gold—

In a small tumbler put one lump of sugar, crush the sugar. One piece of ice. One dash of Angostura Bitters. Dash of Orange Bitters. Two tablespoons of Rye Whiskey. Stir well, twist a piece of Lemon peel on top, serve with a stirring spoon in glass.



THE BRIDAL WREATH

To sustain timid bridegrooms at the altar—

One teaspoon of Gin. One teaspoon of Vermouth Brocchi. One teaspoon of Benedictine. Few drops of Angostura Bitters. Two dashes of *Herbsaint*. Shake with cracked ice and serve in a cocktail glass.

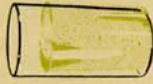


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MORNING GLORY FIZZ

The Old-Timer is glowing with pride at the result of his genius—so he suggests another.

Into a large glass place two or three lumps of ice. One heaping teaspoon of sugar. One lemon, squeezed. Two dashes of *Herbsaint* mixed in tablespoon of water. The white of one egg. Four tablespoons of Gin (or Whiskey). Shake well and strain into a large glass; fill with seltzer and serve while effervescing.



UN PEU D'AMOUR

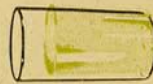
One teaspoon of simple syrup. The white of one egg. One tablespoon of *Herbsaint*. One teaspoon of French Vermouth. Shake with cracked ice and serve in small glass into which has been put one tablespoon of Creme de Menthe and a cherry.



EGG NOG

For the holidays—

Half fill large glass with shaved ice. One egg well beaten. One tablespoon of sugar. One dash of Vanilla. Two tablespoons of Whiskey. Fill up with milk, shake thoroughly, strain into thin tall glass and serve with little nutmeg grated on top.



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Some Drinking Hints of 50 Years Ago . . .

1. Take a large tablespoonful of good Olive Oil before the party starts and your stomach will be well prepared for what is to follow.
2. Peanuts will do most toward sweetening your breath when it becomes too powerful.
3. If your head begins to swim a cup of good, strong black coffee will help you wonderfully. If you need something stronger take a tablespoonful of bi-carbonate of soda and a dash of aromatic spirits of ammonia in a tumbler filled with charged water and toss it down—you'll get sober quickly.
4. If you feel weakish when you get home after a party take a glass of warm milk with sugar in it just before you go to bed. You'll be glad in the morning that you did.
5. Never try to imitate a reservoir—you can't hold all that there is. Move around at a party—don't just sit and drink. Have a good time—laugh, dance, and even sing. The more exercise you take the better you can stand the gaff.

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The Old Absinthe House

Built in 1752, at the corner of Bourbon and Bienville Streets, the Old Absinthe House is today one of the oldest landmarks in New Orleans. While still young it became a rendezvous for the pleasure-loving French and Spanish aristocrats who brought to New Orleans so many customs and traditions of the Old World.

That delightful continental custom of a Frappé before meals became immediately popular and frappés have been served in this bar for over a hundred years. Today the visitor can still enjoy one of these frappés made with the famous Legendre Herbsaint.

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According to legend, it was in an upstairs room that General Andrew Jackson and Lafitte, the pirate, laid the strategy for the Battle of New Orleans.

To visit the Old Absinthe House and sip an Herbsaint Frappé is to feel the full charm of the Vieux Carré (French Quarter) of America's most interesting city.

The Old Absinthe Bar

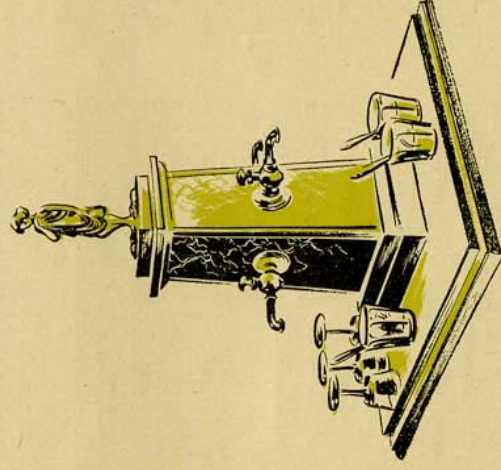
The Old Absinthe Bar, located on the corner of Bourbon and Conti Streets in the heart of the Vieux Carré, has the distinction of being one of the oldest bars in the United States.

The exquisite Carrara marble fountain fixtures of the bar are mute testimony of the glamour of by-gone days. Although in daily use since 1806, they are in a wonderful state of preservation with the exception of the many pit holes that have worn in the marble bases of the two fountains, caused by the constant dripping of water for over a century and a quarter. Originally imported from Europe

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for the purpose of making "frappés", these fountains were the first bar fountains seen in the New World. The faucets regulate the flow of water, drop by drop, into a glass filled with cracked ice and the Herbsaint which makes this bar famous.

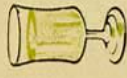
No trip through the French Quarter is complete until you visit the Old Absinthe Bar and enjoy an Herbsaint Frappé surrounded by the many objets d'art that give this Bar the atmosphere of 100 years ago.



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Old Fashion



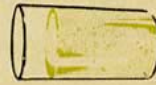
Absinthe Type



Small Thin Glass



Cocktail Glass



Tall Glass

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DEFINITION OF MEASURING UNITS

Tall Glass or Mixing Glass	12 ounces
Jigger	2 ounces
Pony	1 ounce
One Ounce	2 tablespoons

HOW TO MAKE SIMPLE SYRUP

Simple Syrup is prepared in this manner: Boil the water. Then take off the fire and measure one-half pint of the boiling water into another container and stir into it one pound of sugar. Continue to stir until sugar is completely dissolved. When cooled, pour into bottles and keep until needed. To make larger quantities of simple syrup just double these proportions.

A FEW POINTERS ON MIXING DRINKS

1. Remember the finer the ice the colder will be the drink. This applies to all drinks except where cracked ice is specified as in an *Herbsaint* Frappé.
2. All mixed drinks should be drunk at once—they lose their flavor and snap if allowed to stand or be bottled.
3. Drinks are sweetened best with simple syrup—every home should keep a supply on hand at all times. (Directions for making simple syrup given above.)

The Important Ingredient

Many people consider that a teaspoon of *Herbsaint* in straight whiskey, in a highball, or with other mixed drinks, increases the strength of the drink and improves its flavor and bouquet. Try it once yourself. Unlike most liquors, *Herbsaint* actually perfumes the breath.

An Old New Orleans Custom

In many whiskey cocktails a dash of Legendre *Herbsaint* rinsed around the inside of the empty glass before the drink has been poured in will give a delicious flavor, bouquet and tang to the concoction.

For Your Information

Herbsaint is sold in every state where the sale of liquor is permitted and your retailer will surely have *Herbsaint* for you. If however, you are unable to obtain *Herbsaint*, kindly write to us and we will advise you of your nearest source of supply.



Legendre & Co.

Legendre Building
New Orleans 12, La.

Some notes on Herbsaint production, supplied by the Sazerac Company

Labels and Bottles:

The Sazerac Company purchased Legendre & Co. on January 1, 1948.

Prior to that date, the labels had Legendre & Company as the bottler. The bottom plate of the bottle had the rectifier's plant number embossed in it which was "R 48". When Sazerac purchased the company, they kept the basic label but changed the bottler's name to Sazerac Co., Inc. and the rectifier number on the bottom plate to "10-R-4". The other numbers and logo in the bottom plate refer to the manufacturer of the bottle, i.e., his Federally assigned plant number, his logo, the mold cavity and the year the bottle was manufactured. Over the years, these Federal regulations have been changed and/or eliminated.

About November 1956, Sazerac changed the bottler's name to Legendre Company. The basic label remained the same.

About July 1958, the label and package were changed dramatically. The new label colors were red, white and blue. In addition, a red, white and blue ribbon was placed around the neck and secured in place with a red wax seal imprinted with a shield and a knight's helmet above the shield. There was also a foil capsule placed over the closure.

The next revision took place about April 1961. It was the earliest version of the current label. Since then, there have been several slight changes made to the design and copy as well as changes to the inks and paper. The shape of the bottle has also been changed several times. The earlier versions of the package had a foil capsule. In early 1969 the capsule was changed for cellulose band over the closure. Later on that was replaced by a neckwrap label with a strip stamp as the seal.

Herbsaint Bottling Proof:

Sazerac may not have bottled any Herbsaint at 120 proof (it's mentioned in the 1951 reprint of the Herbsaint booklet, but their company records do not record the bottling). When the first label change was made, they bottled only at 100 and 90 proof (the 100 proof was dropped sometime in the 1970's.) Sazerac never bottled Herbsaint in miniatures so they all must date prior to January 1, 1948.

The Herbsaint booklet was designed and copyrighted in 1944. It was also reprinted by Sazerac. The Sazerac edition also had the 1944 copyright date in it. However, the Sazerac edition had the Sazerac name and address on the inside of the front cover.

Legendre Absinthe:

Marion Legendre originally called the product Legendre Absinthe. The bureau controlling alcohol at the time objected to the use of the word ABSINTHE, so Mr. Legendre changed the name to Legendre Herbsaint. The Legendre Absinthe label was used for a very short time, and it appears that there was never any absinthe in the product.