



Name: Petovia Pelinkovec

Classification: Bitter Herbal Wormwood Liqueur

The unique regional spirits production of Pelinkovec in Slovenia started in the village of Ptuj in 1873. Petovia spirits are the sole heir of this tradition in the region along with all the old spirits recipes. The recipes do not change. Today, Petovia Pelinkovec is as it was almost a century ago, from 1967 to be precise. It is one of the few drinks that became iconic in the new millennium without any - or precisely because - NO modern production or marketing approaches were used.

“Cheers to health” or in Slovenian “Na zdravje, za zdravje!”

The Plant

Pelin in the Slovenian language or *Artemisia absinthium* in Latin (also called wormwood, grand wormwood, absinthe, absinthium, absinthe wormwood) is a species of *Artemisia*. It grows as an ornamental plant and is used as the base ingredient in Pelinkovec and in some other alcoholic beverages, such as bitter liqueurs, bask, vermouth, etc. As medicine, it is used for indigestion, to counteract a poor appetite, for various infectious diseases, Crohn's disease, and IgA nephropathy.

The Legislation

Pelinkovec, with a geographical indication, is a liqueur produced exclusively in the Republic of Slovenia. It is made from ethanol or distillate of agricultural origin, or a mixture of both, with the addition of sugar and natural extracts of wormwood. Extracts of other herbs can also be added. Pelinkovec with a geographical indication must have an intensely expressed taste and the smell of wormwood and must have at least 25 vol. % of alcohol.

The Characteristics

The basic characteristics of wormwood are the distinct smell and taste of wormwood; the other aromatic substances only add to its taste and smell. It has a characteristically brown to dark brown color due to the wormwood extract and other ingredients. It differentiates itself from other bitter liqueurs in the same category, mainly because of the uniquely bitter taste, the taste of wormwood, and the lower sugar content. Sugar is mainly used to soften the bitter taste. We make our own extract from wormwood leaves.

The History

In ancient times, true wormwood - *Artemisia absinthium* - was a plant frequently used for medicinal purposes.

Slovenians have similarly found wormwood to be an important part of their routine for centuries as well. The leaves are used to make wormwood tea and wormwood liqueur, both of which are believed to be beneficial for digestive problems. Slovenian records describe wormwood liqueur as follows: "The drink soothes melancholy, clears the eyes, strengthens the heart, lungs, and stomach, cleanses the intestines, and aids digestion."

For centuries, wormwood elixirs were very popular and were produced by soaking the herbs in vinegar, wine, brandy, or oil. The most popular was wormwood flower, which was prepared by placing fresh and crushed wormwood in a bottle, pouring brandy over it, and leaving it in the sun for eight days. Wormwood liqueur was consumed by taking one spoonful in the morning and once in the evening after eating. Over the centuries, this drink has become an every day surpassed the realm of a bitter medicine and independent distilleries began production for broader use, including in Ptuj, the oldest town in Slovenia. In 1873, during the Austro-Hungarian Empire, the first spirits production was established in Ptuj under the name, "Hutter & Elsbacher - Factory of spirits and liqueurs Ptuj". After the first World War, when Ptuj became a part of The Kingdom of Slovenes, Croats and Serbs it became the first Yugoslav industrial alcohol production company. From the beginning, it had always marketed their products under the trademark »Pegasus«. As an ode to this rich history, Pegasus remains an integral part of every label of the brand Petovia - the sole successor of the rich tradition of the production of spirits in Ptuj.

Now, to this day, in the historic tunnels under the town center of Ptuj, Ptujška Klet (Ptuj Cellar) now maintains this lineage of Pelinkovec production and shares its tradition with the households all across Slovenia.

How to Drink?

- **On the rocks** - with a slice of lemon or lime (as an aperitif)
- **Neat** - usually after meal as a digestif
- **P.T.** - Pelinkovec & Tonic Water + spices of your choice / "One PT a day, keeps the Doctors away"
- **GPT** - Gin (of your choice), Pelinkovec, Tonic Water of your choice, spices of your choice / First GPT, then Chat.