



STROH
Jagertee

“AS A COLD SHOT!”

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Stroh Jagertee Receives 94 Points!

The Ultimate Beverage Challenge has awarded Stroh Jagertee with the Chairman’s Trophy for best Herbal Liqueur with an “Excellent” and “Highly Recommended” 94 points at their second annual Ultimate Spirits Challenge held at the Astor Center in New York City on March 1-4, 2011. Chairman’s Trophy honors were awarded to the highest scoring spirits in 27 categories and based on a 100-point rating scale.

Based on a recipe from 1864, Stroh Jagertee is the perfect blend of rum, black teas, fruits, and spices. The name Jagertee (hunters’ tea), is a nickname based on a long standing Alpine tradition for its tea-like qualities. Stroh Jagertee is best enjoyed as an ICE COLD SHOT or served warm mixed with 4 parts hot water and 2 parts Jagertee. Try it for yourself, and see why Stroh Jagertee is regarded as such an extraordinary spirit!

Niche Import Co.

At Niche Import Co., a woman owned company, it is our mission to form strategic partnerships with international wine and spirit producers from around the world to import, define, find and maintain distribution channels for high quality specialty brands in the U.S. market.

We are passionately committed to achieving and surpassing both our producers’ and customers’ individual objectives through an effective collaboration of long term brand building initiatives.

We are determined to offer outstanding service and competitive pricing to our clients through a dedicated understanding of our brands, their history, the market and target end-user within each geographic region in order to give them the energy, focus, and resources they require to thrive and grow.

We pledge to our customers, employees and to all with whom we do business the following: to always operate on the principles of honesty and integrity, to treat all individuals with respect and honor, and in doing so we will also strive to conduct business with organizations which share and embrace our philosophy.

To learn more about our products and services, please visit:
www.ourniche.com or contact us directly at: mpersson@ourniche.com.

