



KLEOS
The Mastiha Spirit

THE ANCIENT SUPER-INGREDIENT SPIRIT:

KLEOS Mastiha Spirit is Greece's first luxury spirit brand, the world's first super-premium mastiha liqueur.

The raw ingredient, Mastiha (mas-tee-hah) is a sap from the 'Skins' tree that grows only in 24 villages in the southern part of the Greek island of Chios.

Mastiha is known as the 'diamond of spices' because of its rarity, and the ancient world's 'super ingredient' due to its variety of healing properties, and has the honor of being the world's first chewing gum.

KLEOS is made by hand in small batches, via a distillation of the rare Mastiha 'tears' and the addition of Mastiha essential oils.



THE KLEOS ETHOS:

"Kleos" is an ancient Greek word meaning "fame or glory attained through good deeds and hard work."

The heroes in ancient Greek tragedy strived to earn their kleos. They performed feats so selfless and grandiose, they would be immortalized in epic poetry.

With a modern, beautiful, luxury product made with impeccable attention to quality and detail, we hope in a small way, to earn our kleos, and restore Greece's long-lost glory on the global drinks market place!

TASTING NOTES AND VERSATILITY:

KLEOS Mastiha Spirit, with its floral Bouquet, aromas of eucalyptus, tasting notes of cucumber, mint, and sweet tea, and undeniable freshness prompted the quote: "I feel like I'm drinking a spa."

KLEOS Mastiha spirit mixes 1:1 with virtually every spirit on your back bar, and a myriad of Fruits, herbs, and spices.

FANCY



THE MIGHTY APHRODITE

1 part KLEOS Mastiha Spirit
1 part Boiron Raspberry Puree
¼ part simple syrup

Shake all ingredients.
Strain into a flute.
Top with prosecco.
Garnish with fresh raspberries.

Unleash your inner Greek goddess.



THE FELLINI

1 part KLEOS Mastiha Spirit
1 ½ parts Boiron Peach Puree
¼ part simple syrup

Shake all ingredients.
Strain into a flute.
Top with prosecco.

For the cinephiles who brunch.



ABSOLUTELY FABULOUS

2 parts KLEOS Mastiha Spirit
1 part Absolut Elyx vodka
½ part lemon juice
¼ part simple syrup
5 muddled raspberries

Muddle raspberries.
Shake all ingredients vigorously.
Strain into a flute.
Garnish with edible flowers.

When your cocktail looks as expensive as your Cartier.

BOOZY:

Exhibit Spartan restraint



THE JEAN COCTEAU

¾ part KLEOS Mastiha Spirit
¾ part gin
¾ part Cointreau
¾ part Lillet
¾ part fresh lemon juice

Shake all ingredients with ice.
Strain into a chilled coupette.

He was a staple in 1920's Parisian-café society whose art was inspired by ancient Greece, and very likely, cocktails like this.



THE MARIA CALLAS

1 part KLEOS Mastiha Spirit
2 parts Toki Japanese Whiskey
¼ part simple syrup
3 dashes Spanish bitters (or try lavender bitters)

Stir all ingredients well, over ice for dilution.
Serve over 1 large ice cube in a rocks glass.
Garnish with an expressed lemon peel (use orange peel if using lavender bitters).

A cocktail fit for the operatic diva, and one of the great sopranos of the twentieth century, to warm up the vocal chords before her final farewell performance in Sapporo, Japan, in 1974.

PERFECTION IN SIMPLICITY



KLEO-CCINO

4 parts Kleos
2 parts cold brew or 2 teaspoons instant coffee
1 part simple syrup

Garnish w mint leaf



HOOKED ON TONICS

2 parts KLEOS Mastiha Spirit
3 parts tonic

Garnish with a lemon wedge



CRYSTAL KLEOS

2 parts KLEOS Mastiha Spirit
1 large ice cube
Lemon peel, expressed

Serve KLEOS Mastiha Spirit over one large ice cube in a rocks glass.
Garnish with an expressed lemon peel.

Unadulterated, purest form of the Mastiha essence.

"I don't need the money dear. I work for art." - Maria Callas

Us too.
#earnyourkleos
www.drinkkleos.com



ENJOY KLEOS® WITH ARISTOTELIAN BALANCE.
KLEOS® IMPORTED BY PARK ST. IMPORTS, Miami, FL. Liqueur - 30% ALC BY VOL.

KLEOS CRUSHERS: can't have just one



KLEO-PATRA
2 parts KLEOS Mastiha Spirit
½ part fresh lemon juice
¼ part simple syrup
4 basil leaves

Shake all ingredients vigorously.
Strain over fresh crushed ice in a highball.
Garnish with a lemon wheel and basil leaf.

Adapted from the modern classic cocktail
"The Med" created by the demigod of the
modern age of cocktails, Michael Menegos.

Like Plato and Socrates, you can find him
in Athens' best watering holes waxing
poetic on government, philosophy, food
and drink.



BIG IN JAPAN
2 parts KLEOS Mastiha Spirit
½ part fresh lemon juice
¼ part simple syrup
4 shiso leaves

Shake all ingredients vigorously.
Strain over fresh crushed ice in a highball.
Garnish with a lemon twist and shiso leaf.

Channel: Asian accounts



EL CHICLE (cheek-ley)
2 parts KLEOS Mastiha Spirit
½ part fresh lemon juice
¼ part simple syrup
7 mint leaves

Shake all ingredients vigorously.
Strain over fresh crushed ice in a highball.
Garnish with a lemon wheel & mint sprig.

Channel: Latin accounts, mojito accounts



GREEK SUNTAN
1 part KLEOS Mastiha Spirit
1 part Metaxa 5°
½ part fresh lemon juice
¼ part simple syrup
3 strawberries hulled

Muddle strawberries.
Shake all ingredients and strain over fresh
crushed ice in a highball.
Top with ginger beer.
Garnish with a strawberry slice.

When one iconic Greek brand meets another,
it's plate-breaking happiness in a glass.
(Great frozen)



THE GREEKER THE BERRY
1 part KLEOS Mastiha Spirit
1 part cognac
¾ part fresh lemon juice

¼ part simple syrup
Orange wedge (no skin)
2 blackberries

Muddle orange wedge and blackberries. Shake all
ingredients vigorously.
Strain over crushed ice in a copper tin or rocks glass.
Garnish with a mint sprig, blackberry, and lemon wheel.

We pour out a little liquor for rapper Tupac, whose lyrical
lyricism was that of the bards of Greek poetry.

AGAVE SPIRITS:

The word agave comes from ancient Greek, and means noble or illustrious.
The mastiha tree and the agave plant make a royal cocktail coupling!



¡AY KLEOS MIO!
2 parts KLEOS Mastiha Spirit
1 part silver tequila
½ part fresh lime juice
¼ part agave nectar

Shake all ingredients and strain over ice
into a rocks glass.
Sprinkle black pepper on top.
Garnish with a lime wheel and a black
pepper rim.

Oh my God, who knew the margarita
could get any better?!

Channel: All general market, Mexican
accounts, chains



NEVER ON SUNDAY
1 part KLEOS Mastiha Spirit
½ part mezcal
½ part fresh lime juice
¼ part simple syrup
2 parts fresh Ruby Red grapefruit juice

Shake all ingredients and strain over
ice into a highball.
Top with soda.

Garnish with a Ruby Red grapefruit
slice, and a pink Himalayan sea salt
rim to balance your chakras when
drinking on Sundays.



KARPOUZI THYME!
1 part KLEOS Mastiha Spirit
1 part silver tequila
½ part fresh lime juice

¼ part simple syrup
6 1-inch watermelon cubes
4 pink peppercorns

Muddle pink peppercorns.
Shake all ingredients vigorously.
Double strain over fresh crushed ice
into a highball.
Garnish with watermelon cubes and a
thyme sprig.

Karpouzi thyme is all the time!
(Great frozen)



PINEAPPLE ONASSIS
1 part KLEOS Mastiha Spirit
1 part Glenlivet Founders Reserve
½ part fresh lime juice

¼ part simple syrup
4 1-inch pineapple squares
1 rosemary sprig

Muddle pineapple and rosemary sprig.
Shake all ingredients and strain over ice in a
rocks glass.
Garnish with a pineapple leaf.

Created by one of Miami's best palettes, Robert
Ferrara; well suited for a boss like Aristotle
Onassis, peacocking on his private oasis, the
yacht Christina.



CAN'T ELOPE
1 part KLEOS Mastiha Spirit
1 part vodka
½ part simple syrup
¼ part fresh lemon juice

¼ part fresh lime juice
6 fresh tarragon leaves
4 1-inch cubes of cantaloupe

Muddle cantaloupe with tarragon.
Shake all ingredients vigorously and double strain
over ice into a highball glass.
Garnish with a tarragon sprig and cantaloupe balls.

When you're Greek-American, and you can't elope...
but you can swig a few of these at your big fat
Greek wedding

(Great frozen)

KLEOS CLASSICS: Modern Greek twists on the classics



THE LORD BYRON
1 part KLEOS Mastiha Spirit
1 part gin
¾ parts fresh lemon juice
¼ part simple syrup
6 cucumber slices

Shake all ingredients vigorously.
Strain and serve up in a chilled coupette.
Garnish with a cucumber peel.

Lord Byron was a "philhellene", completely
obsessed with Greece.

Now, so are you.



HOMER'S DAQUIRI
1 part KLEOS Mastiha Spirit
1 part white rum
1 part fresh lime juice
½ part simple syrup

Shake all ingredients vigorously.
Strain and serve up in a chilled coupette.

Homer takes you on a virtual Odyssey
with this version of the daiquiri.



THE KLEO-PATRA JONES
1 part KLEOS Mastiha Spirit
2 parts gin
3 drops orange bitters

Stir all ingredients over ice for dilution.
Strain into a chilled coupette.
Garnish with an expressed orange peel.

For the Bond girls and the men who
love them.



GLADIATOR FIGHT
1 part KLEOS Mastiha Spirit
1 part gin
¾ part fresh lime juice
¼ part simple syrup
3 blackberries OR sub ½ part Boiron Blackberry Pureé

Muddle blackberries.
Shake all ingredients and strain over ice into a rocks
glass.
Top with soda, or Fever Tree Ginger Beer for a kick.
Garnish with sage leaves and a fresh blackberry.

Created by Miami bon vivant and cocktail-industry
gladiator Ezra Pattek.

