



SNAP, CRACKLE, POP

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Faradaí : Paracress : Felix Arhelger

Berlin – Faradaí is a new premium alcohol brand made from Brazilian pará cress and black tea leaves.

: Faradaí’s unique blend is already attracting the attention of Berlin’s upmarket bar scene

: Its branding, from visual designers Simon Störk and Stefan Wölfe, is inspired by a Brazilian graffiti style known as Pichação

A sipping alcoholic drink made by distilling black tea leaves, Faradaí is infused with pará cress, renowned for its unique analgesic properties. The sensation of chewing on pará cress is often compared to the experience of eating cult candy Space Dust, which fizzes and pops along the oral cavity.

According to co-founder Felix Arhelger, Faradaí combines the sensorial phenomenon of the pará cress flower with the raw, herbal accents of the tea to give a more mature flavour.

Distilling tea to produce alcohol is a relatively new practice, but already one that is attracting big brands such as Bacardi, which **launched Tang**, an alcoholic beverage distilled entirely from green tea leaves in China earlier this year.

The Big Picture: Brands are now using the science of food and drink to offer products that not only satiate our appetite but also change how we feel. Find out more in our macrotrend **The Optimised Self**.