

AMARÒ DELL'ETNA



M.S. WALKER
BRANDS
SINCE 1933



AMARO DELL' **ETNA**

Mt. Etna

Mediterranean Sea



Organic Orange Groves

Production Facility

Amaro dell'Etna's Story

Amaro dell'Etna has its roots on the slopes of Mount Etna in Sicily, where more than 26 herbs and aromatic plants used to craft this spectacular digestif grow.

Amaro dell'Etna is well-balanced with bitter organic orange peel essence and a bittersweet rhubarb finish. Enjoy on its own or in your favorite hand-crafted cocktail.

Ingredients

Amaro dell'Etna is produced using only locally-sourced, natural ingredients from the land surrounding Mt. Etna, including:

- Bitter Organic
- Orange Peel
- Licorice
- Vanilla
- Cinnamon
- Caramel
- Aloe
- Angelica
- Genzianella
- Myrrh
- White Agaric
- Saffron
- Ginger
- Nutmeg
- Wormwood
- Rhubarb
- Chamomile
- Quassia
- Gentian
- China Calissala

The Process

The process follows the over hundred-year-old traditional recipe and utilizes the best ingredients obtained from a selection of over fifteen herbs and aromatic plants originally sourced from the Etnan biosphere.



Harvest



Maceration



Infusion



Maturation

AMARO DELL' ETNA



Amaro dell' Etna is a 100% natural Amaro made from more than twenty-six herbs and aromatic plants



Produced just a few kilometers from the base of Mt. Etna in Sicily



Tasting Notes: *Well-balanced with orange peel essence and a bittersweet rhubarb finish. Enjoy on its own or in your favorite hand-crafted cocktail*



3L



1L



750ml



100ml



AMARO DELL'ETNA

Earned Media

An Amaro From Mount Etna

Food & Drink
BY JENNIFER GREGG
2017.11.13



The
New York
Times

Amaro, the traditional Italian herbal liqueur, is a perfect drink to follow holiday overindulgence. Amaro dell'Etna, which I first sampled at a cafe in Catania, the Sicilian city near where it has been made since 1901, is now available in the United States. It is distinguished by its herbal notes, hints of licorice and especially its fragrant essence of blood oranges, grown at the base of Mount Etna. And it is less sweet than some other popular brands of Italian amaro. Try it in a Boulevardier with bourbon and sweet vermouth: *Amaro dell'Etna, \$36.96, Astor Wines and Spirits, astorwines.com.*



PUNCH

Ten Essential New-School Amaro



Already a beloved Italian staple, Amaro dell'Etna was introduced in the U.S. for the first time at the end of 2017, thanks to [M.S. Walker](#). The recipe, which includes bitter orange peel, licorice and vanilla, dates back to 1901 and for more than 26 all-natural ingredients—of which thrive in the soil at the base of Mount Etna in Sicily. The herbaceous blend is macerated then matured for two months, emerging bittersweet, bright and balanced. Full of tart rhubarb and spiced with cinnamon, this amaro finishes with a smoky minerality that harkens back to its volcanic origins. Excellent for sipping solo, it would also make nice in any of these [astorwines](#)

LIQUID CULTURE
imbibe

DRINK OF THE WEEK: AMARO DELL'ETNA

Cocktail Recipes

Sicilian Manhattan



2 parts Rye Whiskey
1 part Amaro Dell'Etna
2-4 dashes of Bitters (*orange or lavender recommended*)
4 Maraschino Cherries (*Luxardo*)
2 Orange Peels

*Combine with ice & stir until cold.
Double strain over a large ice cube.
Garnish with cherries & orange peels.*

Mt. Etna Old Fashioned



1½ oz. Bourbon
1½ oz. Amaro Dell'Etna
2 dashes Aromatic Bitters
2 dashes Orange Bitters

*Stir with ice & strain
over fresh ice. Garnish
with orange peel.*

Dell'Etna Smash



½ oz. lemon and
5 mint leaves muddled
2 oz. Amaro Dell'Etna

*Shake with ice & strain
over crushed ice. Garnish
with mint leaves.*

Sicilian Spritz



1 oz. Amaro dell'Etna
1 oz. St. Elder® Natural
Blood Orange Liqueur
2 oz. Prosecco
2 oz. Soda Water

*Serve over ice in a wine glass,
garnish with a dehydrated
blood orange wheel.*

AMARO DELL'ETNA

Competitive Set: Medium-Bodied



Competitive Set: Light-Bodied

AMARO DELL'ETNA





Key Selling Points



100% bitter organic oranges
100% Mt. Etna, Sicily



Amaro dell'Etna has its roots on the slopes of Mount Etna, where more than 26 herbs and aromatic plants grow



Multi-generational family distillery



Leverage the brand's rich history to highlight the process and the people involved in making Amaro dell'Etna what it is today



Key Selling Points



Amaro dell'Etna offers tremendous value for a 100% hand-crafted and natural product



We are offering 3L, 1L, 750ML, 100ML bottles, whereas competitive brands are only available in 750mL



A tremendous savings per ounce over the current market leaders