





### 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 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.



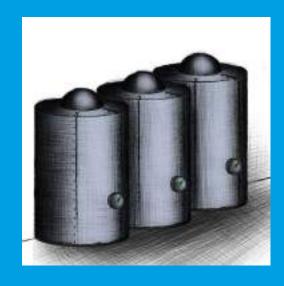




Maceration



Infusion



**Maturation** 





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



SMAR QUE LETNA

### **Earned Media**

An Amaro From Mount Etna



The New Hork 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.





Already a beloved italian stable. Amaro dell'Etna was introduced in the U.S. for the first time at the end of 2017, thanks to M.S. Walker. recipe, which includes bitter orange ped licorice and vanilla, dates back to 1901 at for more than 26 all-natural ingredients of which thrive in the soil at the base of N Etna in Sicily. The herbaceous blend is 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

DRINK OF THE WEEK: AMARO DELL'ETNA

mbibe

## **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. Bourbon1½ oz. Amaro Dell'Etna2 dashes Aromatic Bitters2 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<sup>®</sup> 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.



# Competitive Set: Medium-Bodied



# Competitive Set: Light-Bodied





### **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

