



MURETA

DAL 1969

ITALIAN BLEND OF SPIRITS

HISTORY



ITALY IS A COUNTRY RICH IN TRADITIONS, PRODUCTS LINKED TO ITS PAST, MORETTA IS ONE OF THESE. IT IS A SPECIALTY THAT OVER THE DECADES HAS BECOME THE SYMBOL OF A SMALL CITY LOCATED IN THE CENTRAL PART OF THE ADRIATIC COAST CALLED FANO. HOME OF FISHERMEN AND SAILORS FOR CENTURIES UP TO THE PRESENT DAY. MEN WHO FACE THE CHALLENGES OF THE SEA EVERY DAY WITH AUDACITY AND A SPIRIT OF COLLABORATION. MORETTA, AN UNMISTAKABLE BLEND OF ANISE, BRANDY AND RUM, WAS BORN FROM THEIR INTUITION.

IT IS SAID THAT, DURING THE COLD WINTER OUTINGS OF THE LATE 19TH CENTURY, SOME FISHERMEN SPENT ENTIRE NIGHTS MIXING THE VARIOUS LIQUEURS AVAILABLE ON THE BOAT UNTIL THE RESULT WAS A DELICIOUS AND ENERGETIC ALCOHOLIC DRINK. SOMETIMES SAILORS ADDED BOILING COFFEE TO KEEP THEM AWAKE AND WARM.

THANKS TO THE TESTIMONY OF THOSE WHO HAVE HANDED DOWN THIS SPECIAL PRODUCT FOR MORE THAN A CENTURY, A PERFECT SELECTED BLEND HAS BEEN ACHIEVED, REFINED FOR THE PALATE. IN 2006 MORETTA WAS RECOGNIZED AS THE OFFICIAL COCKTAIL OF THE A.I.B.E.S. - ITALIAN ASSOCIATION OF BARMEN AND SUPPORTERS - AND IN 2011 IT WAS INCLUDED IN THE LIST OF AGRI-FOOD PRODUCTS IN THE MARCHE REGION.

THE BRAND: MURETA 1969



BRUNO ESPOSTO

THE MURETA BRAND WAS BORN AS AN OFFSHOOT OF THE ANCIENT RECIPE TRANSFORMED WITH THE OCCASION INTO A DIGESTIVE CAPABLE OF DELIGHTING THE PALATE EVEN MORE EVEN IN ITS NEW GUISE. IN FACT, THE REFINED RAW MATERIALS ALLOW IT TO BE TASTED SEPARATELY FROM THE COFFEE, TYPICAL OF THE BEST SPIRITS AROUND.

FROM THE END OF THE WAR UNTIL AROUND THE MID-1980S, MY GRANDFATHER BRUNO'S **DROGHERIA ESPOSTO** IN FANO WAS WELL KNOWN. IT WAS FREQUENTED, AMONG OTHERS, BY FARMERS WHO CAME FROM THE SURROUNDING COUNTRYSIDE TO TAKE ADVANTAGE OF HIS PROFESSIONALISM IN THE "CORRECTION" OF WINES WITH THE AIM OF ELIMINATING PRESENT OR POTENTIAL DEFECTS, GUARANTEEING CORRECT CONSERVATION, EFFECTIVELY INCREASING THE FINAL QUALITY. BRUNO HAD ALSO CREATED HIS MORETTA RECIPE BUT FOR MANY YEARS THIS SPECIAL BLEND REMAINED UNKNOWN TO THE GENERAL PUBLIC. IT WAS CONSUMED EXCLUSIVELY IN SMALL GROUPS OF LOCAL FRIENDS.

WE AT MURETA HAVE DECIDED THAT THE TIME HAS COME TO MAKE IT KNOWN TO THE WHOLE WORLD. THANKS TO THE HELP OF AN EXPERT MIXER, WE HAVE UPDATED AND IMPROVED BRUNO'S RECIPE WHICH TODAY BOASTS EXCELLENT QUALITY INGREDIENTS.

THE MURETA 40°



Mureta

THE 40° BLEND SHOWS WARM AND AMBER SHADES THAT ACCOMPANY YOU ON AN EMOTIONAL JOURNEY. JAMAICAN AND GUATEMALAN RUMS OFFER THE ROUNDNESS TYPICAL OF THE CARIBBEAN THANKS TO THE HIGH TEMPERATURES AND HIGH HUMIDITY RATE WHICH INTERACT WITH THE BARRELS IN A UNIQUE WAY. BRANDY, WINE SPIRIT, IS RESOLUTE AND ELEGANT.

ANICIONE, COMPOSED OF GREEN ANICE FROM THE MEDITERRANEAN AREA AND HIGH-QUALITY STAR ANICE FROM SOUTHERN CHINA, ALSO GROWN IN JAPAN AND THE PHILIPPINES, SPREADS AN INDO-EASTERN AROMA WHILE LEAVING A SUBTLE AFTERTASTE OF SOPHISTICATED LIQUORICE.

THE FLAVOR IS SOFT DESPITE THE DECISIVE SINUOUS AND ENVELOPING CHARACTER. THE SMELL IS AFFECTED BY INTENSE PERFUMES WHICH RELEASE A PLURAL AND COMPLEX BUT AT THE SAME TIME HARMONIC IDENTITY. A DISTILLATE OF FINE AND SATISFYING QUALITY, IT IS LOVELY ON THE PALATE THROUGH A CONVINCED ALCOHOL BALANCE WITH AN ENGAGING AROMATIC PERSISTENCE.

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RECIPE BY: MURETA



MURETA WITH COFFEE INFUSION

AWARE OF THE PLEASANT COMBINATION BETWEEN MURETA AND COFFEE, WE DECIDED TO CREATE A READY-MADE BLEND AT 25°. MADE WITH THE EXACT PROPORTIONS AND THE SAME INGREDIENTS AS MURETA, THE ADDITION OF COFFEE IS A WINNING CHOICE FOR OBTAINING A SWEET LIQUEUR, SUITABLE FOR ALL PALATES, BUT ALWAYS MAINTAINING ITS OWN UNMISTAKABLE CHARACTER.



MURETA COCKTAILS



IRISH "MURETA" COFFEE
by MATTEO CARDINALI

25 ml. coffee (1 espresso),
50 ml. Mureta,
20 ml. liquid sugar,
100 ml. hot water,
50 ml. whipped cream.



SPRINGOO
by ANDREA CORSINI

50 ml. Mureta 40°,
22,5 ml. Arrack,
15 ml. Triple sec,
15 ml. pink grapefruit,
15 ml. ananas juice,
30 ml. lime juice,
15 ml. liquid sugar.



SUMMY
by MATTEO CARDINALI

40 ml. Mureta 40°,
40 ml. Triple sec,
soda to fill.



MURETA EXPRESS
by MATTEO CARDINALI

50 ml. Mureta 40°,
30 ml. Mureta coffee 25°,
25 ml. coffee (1 espresso),
15 ml. liquid sugar.



WHITE "MURETA" RUSSIAN
by MATTEO CARDINALI

30 ml. Mureta coffee 25°,
50 ml. vodka,
cream.



MURETA SOURETA
by ALESSANDRO GRAZIOLI

20 ml. lemon juice,
20 ml. liquid sugar,
20 ml. liquid egg white,
40 ml. Mureta,
10 ml. vodka,
Top Ginger Ale.
Technique: Shake & Strain.



COFFEE SOUR
by SARA FRANCHINI

20 ml. fresh lemon juice,
45 ml. agave syrup,
50 ml. Mureta,
25 ml. coffee (1 espresso).
Technique: Shake & Double Strain.



TRA FANO E PORTORICO
by FILIPPO VICARELLI

15 ml. lime juice,
15 ml. liquid sugar,
30 ml. puree Ponthier Passion
Fruit (or fresh fruit),
40 ml. Mureta,
10 ml. White Rum,
crushed ice top,
decorated with mint leaves.
Technique: Shake & Strain.

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