

AMARO YERBA



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DESCRIPTION

Amaro Yerba is born from the fusion of tradition and innovation, with a single star ingredient: **Yerba Mate**, imported from Argentina and carefully selected to achieve a pure and authentic aromatic profile. Our blend also includes **palo**, the woody part of the plant, which imparts a delicate smoky note thanks to a light roasting process applied to both the leaves and the wood.

Alcohol content: 33%

Ingredients: Selected Yerba Mate, high-quality agricultural wheat alcohol, cane sugar.

Available in 70cl and 50cl bottle formats.

The production follows a rigorous **artisanal method**: Yerba Mate is **cold-infused** in agricultural wheat alcohol for **5 months**, allowing its aromatic components to be fully extracted while preserving its purity. At the end of the infusion, the amaro is bottled **without filtration**, relying exclusively on natural decantation: the liquid is drawn from the upper part, leaving any sediments at the bottom.

An uncompromising amaro, free from aromas or additives, designed to enhance the natural essence of its raw ingredients. The result is an authentic and well-balanced product, encapsulating the history of our **Argentine roots** and our deep connection to **Italy** expressed in every sip.

TASTING EXPERIENCE

On the nose, **earthy** and **vegetal** aromas emerge, recalling cut **tobacco** and **hay**. The first sip presents a **spicy opening**, which gradually softens into subtle **honeyed notes**, before tightening into the distinctive bitterness of **Yerba Mate**, reminiscent of **tea leaves**.

The **persistent finish** lingers in the mouth, evoking licorice, tobacco, roasted wood, chamomile, freshly cut grass, and hay – an intricate and evolving sensory experience.



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AMARO YERBA IN COCKTAILS

Amaro Yerba is not just for sipping—it also lends itself beautifully to mixology, bringing depth and complexity to a variety of cocktails.

• YERBA TONIC

A refreshing and bitter twist on the classic gin & tonic: Amaro Yerba meets tonic water and a citrus garnish for a light yet layered drink.

• PALOMA YERBA

A vibrant combination of Amaro Yerba, grapefruit soda, and a hint of lime, creating a perfect balance between bitterness, citrus freshness, and herbal complexity.

Versatile and distinctive, Amaro Yerba can be the star of an aperitif, a bold addition to classic cocktails, or a unique ingredient for bartenders looking to create something unexpected.



OPERATIONAL HEADQUARTERS

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