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THE STRONG DIGESTIVE

# IL VERDE

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# WHAT IS IT ?

IL VERDE is an Italian artisanal amaro made from selected herbs, botanicals and citrus fruits.

It offers a fresh and balanced profile, combining bitterness and aromatic complexity.

Designed for both digestion and mixology, it represents a modern interpretation of the Italian amaro.



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# HISTORY & ORIGINS

The recipe was born in the Dolomites in the early 1900s, created by a pharmacist who saw nature as an open-air pharmacy.

Passed down through generations, it has evolved into IL VERDE–The Strong Digestive in 2025, preserving its heritage while giving new life to a centuries-old tradition.





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# PRODUCT PHILOSOPHY

The goal is to combine bold and intense flavors with refined digestive qualities, through the use of carefully selected, high-quality botanicals, while honoring a long-standing artisanal family tradition.





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# BOTANICALS



**Rosemary**  
balsamic freshness



**Sage**  
herbal balance



**Laurel**  
spicy depth



**Juniper**  
aromatic structure



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# BOTANICALS



**Artemisia**  
signature bitterness



**Fennel**  
soft roundness



**Gentian**  
deep bitterness



**Lemon**  
fresh lift



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# SERVING RITUALS



## Aperitif

With ice and tonic water

## Cocktail

Verde Sour

## Digestif

- Neat, for a pure aromatic expression
- On the rocks, for a fresher profile
- With hot water, following tradition





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# WHERE WE BELONG

Born in the mountains where its recipe first took shape, IL VERDE naturally belongs in contemporary urban settings and iconic destinations, from Milan to Lake Como and the French Riviera.

Designed for modern cocktail bars, quality-driven restaurants and venues that value character, craftsmanship and a refined take on Italian tradition.





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# THANK YOU!

IL VERDE — where heritage, botanicals and contemporary taste meet.

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