

ATHANASIA

Athanasia, the spirit of Piedmont, was born from a passion for artisanal traditions and a relentless pursuit of quality in liqueur-making. Our mission is to offer an exclusive, elegant, and authentic experience—savoring liqueurs with a story to tell and a unique, unmistakable taste, crafted from the finest raw ingredients. We cultivate Tanacetum, the alpine “herb of immortality,” whose healing properties, according to legend, grant eternal life. Our journey began with the rediscovery of an old family recipe for Arquebuse, which inspired our entire collection. Athanasia combines the authenticity of tradition with the spirit of innovation to create refined, high-quality liqueurs. Each bottle tells a story—shaped by passion, attention to detail, and deep respect for nature. We invite you to discover our world of craftsmanship and excellence, as we continue to grow, evolve, and share the true spirit of Piedmont.

We are an IWSC winner!

