

ATHANASIA®
•TH•N•S•
SPIRIT OF PIEDMONT

A STORY TO DISCOVER,



SIP AFTER SIP.



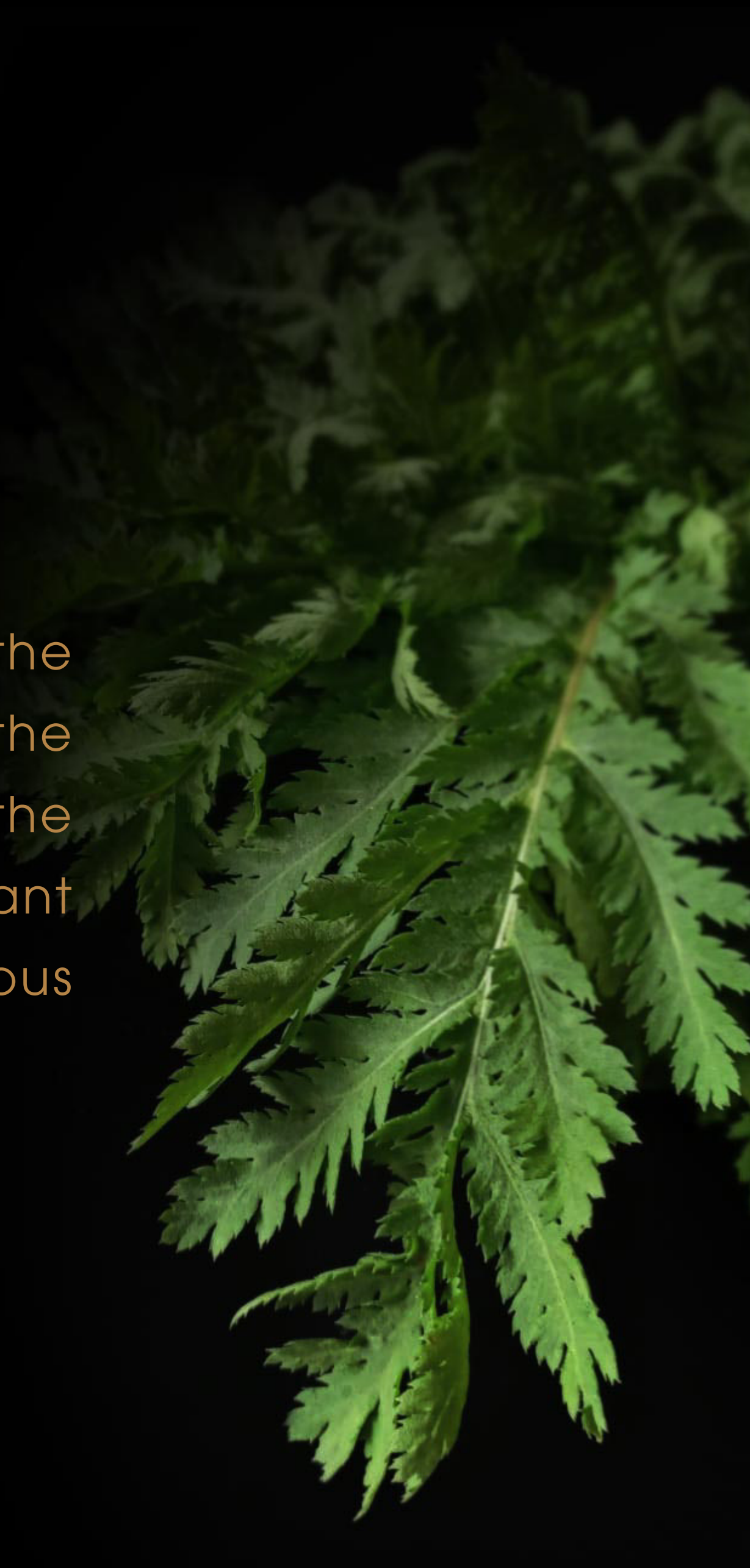
First a freshness that opens the throat, like
wind flowing down the lungs after a
mountain climb.
then the enveloping warmth of traditions.
let Athanasia accompany you on an
intenseappealing, aromatic journey.



A LIQUEUR WITH A PIEDMONTESE SPIRIT

The Tanacetum plant coming from the mountains of Piedmont is the only ingredient of Athanasia liqueur: a family recipe, a choice of purity which is also respect for the territory and artisan knowledge

What is accomplished is precious: the intense green of Athanasia after the infusion tells it clearly. Once again, the action of time adds the last, important touch by enriching the color with precious golden shades.





AN IMMORTAL NAME FOR THOUSAND SHADES

A - thanatos, "deathless": Athanasia owes its name to the Greek root of the word "Tanacetum", a reference to the long life of the yellow flowers of this plant and to its healing properties which seem to give, according to legend, eternal life.

A CHEERS AFTER COFFEE

The fragrant tone, the refreshing aroma and the relaxing properties make Athanasia an ***excellent digestive***: to be consumed after meals, accompanied by coffee, to be ***served cold*** or to be used in the preparation of a good cocktail



INTRODUCING
THE ATHANASIA FAMILY

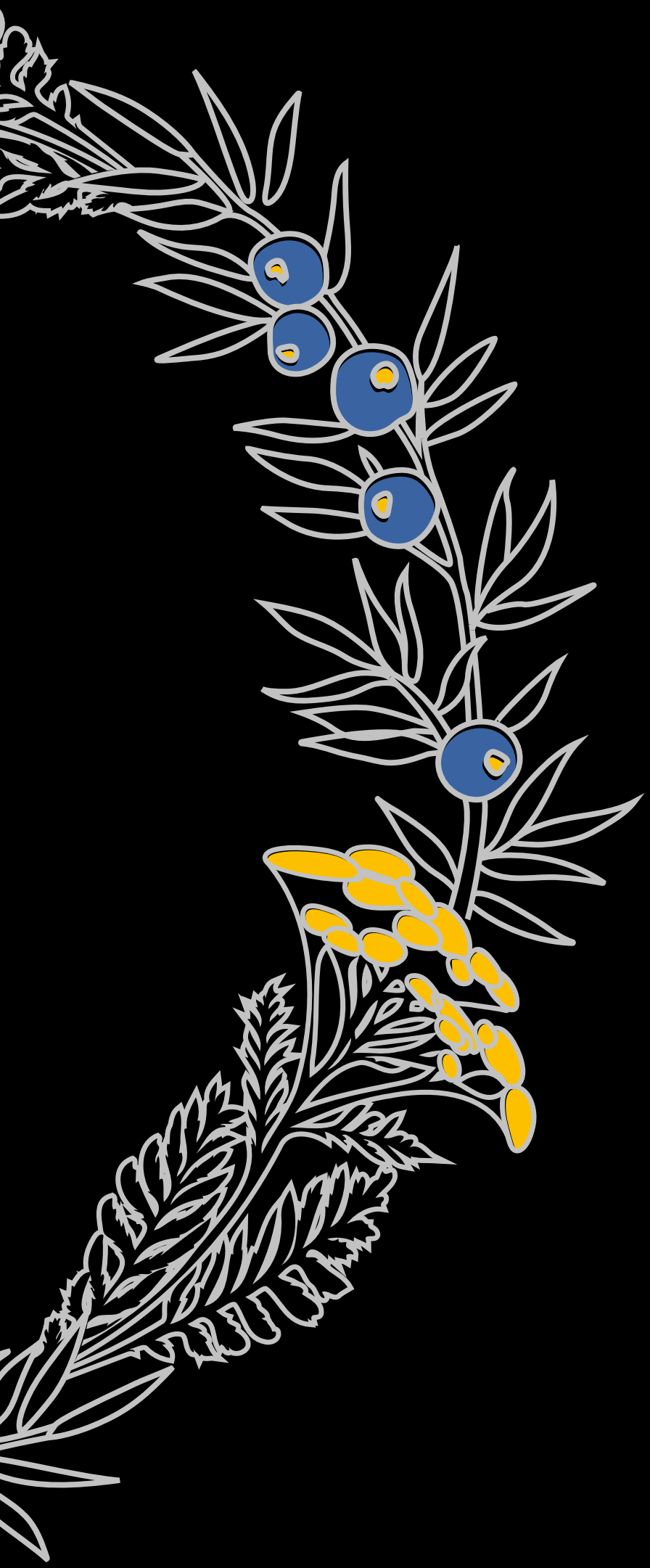




The long tradition of arquebuse, reinterpreted with artisan wisdom in the Athanasia recipe, and the natural freshness of Tanacetum meet the intense and versatile soul of gin

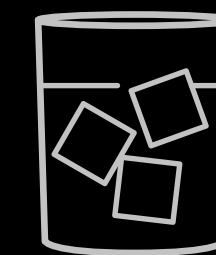
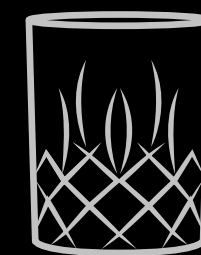
This is how **Tanacetum Gin** was born: the resinous notes of juniper act as a counterpoint to the aromatic and balsamic notes of Tanacetum in a new taste experience and each sip, transparent to the eye, reveals itself to the sense of smell in all its fullness of nuances





SMOOTH, ON THE ROCKS, MIXED

Anyhow you prefer to enjoy it, an unexpected, ***fragrant*** and ***refreshing*** encounter is ready to surprise you





L'APERITIVO

Elegant, Unique, Refined.

The Aperitif that celebrates the pleasure of being together. Delicate nuances of aromas, always balanced by the Tanacetum, intertwine in a perfect balance giving freshness and lightness to every sip.

With its simplicity and uniqueness, its pink colour and low alcohol content, it has the potential to become iconic.

Perfect to start the evening in style.





IL BITTER AMARO

Bitter or Amaro? Let's choose both.

A skillful blend of aromatic herbs, including Tanacetum, citrus fruits, and spices.

Bold, complex, and at the same time balanced and fresh, it holds its own in the simplest versions like "neat" or "bitter and soda," but in expert hands, it can release layered and intense flavors just like its color for truly unique cocktails





IL LIQUORE

A sensory journey where, through a perfect alchemy of flavors, Tanacetum is paired with spicy and pungent aromas, seducing with its depth and persistence.

Surprising and refined, it is ideal for exclusive and unforgettable moments of pleasure.

A liqueur of rare elegance, to be savored slowly on its own or as a distinctive touch in sophisticated blends.



A QUESTION, AN IDEA, A REQUEST

for one of these things or even all of them,
please contact us

+39 346 09 40 977 • info@athanasia.it

 [@athanasia.spirits](https://www.instagram.com/athanasia.spirits)



THANK YOU

athanasia.it

