



AMARO YERBA

THE • GIFT • OF • THE • MOON

Presentation for importers and on-trade

Y.

amaroyerba.it



ORIGIN

Born between Argentina and Italy

Amaro Yerba is born from the meeting of the Italian amaro tradition and the South American culture of Yerba Mate.

The result is an amaro with a decisive yet balanced character: two cultures united by one ingredient, one method and a shared story.



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THE PRODUCT

A contemporary Yerba Mate amaro

At the heart of the recipe is a selected Argentine Yerba Mate, worked together with the palo, the woody part of the plant. It is the only botanical used.

33 % vol

ALCOHOL BY
VOLUME

700 ml

BOTTLE SIZE

3 months

IN OAK CASKS

1 botanical

YERBA MATE

INGREDIENTS

Argentine Yerba Mate, agricultural wheat alcohol, cane sugar.

A slow, essential process

01

Yerba Mate and palo

Leaves and wood are lightly toasted, defining the herbaceous, toasted and slightly smoky character.

02

Cold infusion

In a hydroalcoholic solution, to gradually extract the aromatic profile without flavourings or additives.

03

Three months in oak

The wood brings softer, toasted and deeper nuances to the vegetal notes, without masking their identity.

04

Natural settling

Any sediment is a consequence of a process that preserves the original character of the ingredients.



TASTING

Herbaceous, toasted, persistent

NOSE	Hay, fresh grass and tea leaves, with light toasted notes.
PALATE	A decisive, slightly spiced entry that opens onto softer hints of honey and wood, before the characteristic bitterness of Yerba Mate.
FINISH	Long and persistent: liquorice, tobacco, chamomile, toasted wood and dried herbs.
SERVE	Best neat, in a low tumbler and without ice.

FOR THE BAR

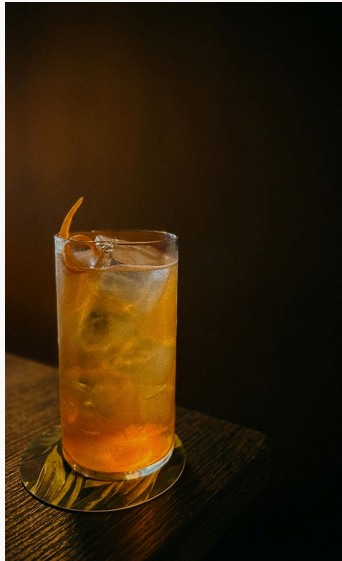
Six signature cocktails

Amaro Yerba is not only to be enjoyed neat: it lends itself perfectly to mixology, bringing depth and complexity to a wide range of cocktails.



Argentino

An interpretation of the
Americano



Burro Loco

Botanical and velvety



Yerba Mule

Spicy and refreshing



Yerba Tonic

Fresh and aromatic



Don Yerba

A reinterpretation of the
Daiquiri



Paloma Yerba

Citrus and herbal

PRODUCT SHEET

Size and data

CATEGORY	Amaro
INGREDIENTS	Argentine Yerba Mate, agricultural wheat alcohol, cane sugar
ABV	33% vol
SIZE	700 ml
PACKING	Carton of 6 bottles · 910 g per case
CASE SIZE	25 x 24 x 19.7 cm (L x W x H) · 0.0118 m ³
AGEING	Three months in oak casks

AVAILABLE MATERIALS Technical sheet, Cocktail Signature Book, high-resolution photography.
Price list and trade terms on request.



AMARO YERBA

CONTACTS

Let's talk

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