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**LONDON OLYMPIA 1ST - 2ND JULY 2024  
STAND D90**

**BAR ITA**



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Ministry of Foreign Affairs  
and International Cooperation

**ITA**<sup>®</sup>  
ITALIAN TRADE AGENCY

  
THE EXTRAORDINARY  
ITALIAN TASTE





## TRADE AND INVESTMENT

### OPEN DOORS TO A WORLD OF OPPORTUNITIES

L'ICE-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane è l'organismo attraverso cui il Governo favorisce il consolidamento e lo sviluppo economico-commerciale delle nostre imprese sui mercati esteri. Agisce, inoltre, quale soggetto incaricato di promuovere l'attrazione degli investimenti esteri in Italia. Con una organizzazione dinamica motivata e moderna e una diffusa rete di uffici all'estero, l'ICE svolge attività di informazione, assistenza, consulenza, promozione e formazione alle piccole e medie imprese italiane. Grazie all'utilizzo dei più moderni strumenti di promozione e di comunicazione multicanale, agisce per affermare le eccellenze del Made in Italy nel mondo.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

# EXHIBITING COMPANIES



**AMARO  
RUBINO BIO**



**ITALSPIRITS**



**AMARO  
SANTONI -  
THE APERITIVO  
BORN IN  
FLORENCE**



**LANGA  
SPIRIT**



**CAPJARI**



**MURETA**



**CASONI**



**NONINO  
DISTILLATORI**



**DISTILLERIA  
NARDINI**



**POLINI  
GRUPPO  
ITALIA**



**DISTILLERIE BEPI  
TOSOLINI**



**STREGA  
ALBERTI  
BENEVENTO  
SPA**



**GUD GIN**



**VULCANICA  
VODKA**

# CONTENTS

<b>COCKTAIL RECIPES .....</b>	<b>PAGES 4-18</b>
<b>BARTENDER BIOGRAPHIES.....</b>	<b>PAGES 19-21</b>
<b>COMPANY AND PRODUCT PROFILES .....</b>	<b>PAGES 22-36</b>

# COCKTAIL RECIPES





## **AMARO RUBINO BIO**

### **VARESE - TORINO**

35 ml Amaro Rubino  
35 ml Red Vermouth  
3 Ice Cubes  
Orange slice  
Rocks glass

### **MARELUNA**

50 ml Amaro Lunatico  
100 ml Mediterranean Tonic Water  
Ice  
Mint Leaves  
Wine glass





## **AMARO SANTONI**

### **The Aperitivo Born in Florence**

#### **SANTO NEGRONI**

25 ml Amaro Santoni

25 ml Gin

25 ml Red Vermouth

Orange Twist

Rocks glass







## CAPJARI

### 101 REASONS

30 ml Capjari Compound

20 ml Aperitivo Liqueur

20 ml Creme de Peche

10 ml Herbal Liqueur

Rocks glass

### FLOWER POWER

30 ml Capjari Double Distilled

20 ml Lychee Liqueur

50 ml Blue Tea

10 ml Honey

10 ml Lemon Juice

Coupe glass





LIQUORI PER PASSIONE  
DAL 1814

## CASONI

### WHIZZPOP

20 ml Casoni Vermouth

10 ml Casoni Aperitivo

30 ml Rhubarb Liqueur

20 ml Gin

15 ml Acqua Bianca

Coupe glass

### I DON'T KNOW

30 ml Casoni Aperitivo

30 ml Casoni Vermouth

30 ml Dry Vermouth

5 ml Herbal Liqueur

1 dash Angostura Bitter

Coupe glass



17 (B) 79  
**NARDINI**  
**DISTILLERIA A VAPORE**  
BASSANO DEL GRAPPA - ITALIA

## **DISTILLERIA NARDINI**

### **CEDRO COLLINS**

30 ml Acqua di Cedro

10 ml Vino Aperitivo

Cedrata

Lemon Twist

Ice

**Highball**

### **NARDINI AND SODA**

45 ml Grappa Nardini

Soda

Lemon Twist

Ice

**Rocks glass**



# **BEPI TOSOLINI**

MASTRO DISTILLATORE IN UDINE

## **DISTILLERIE BEPI TOSOLINI**

### **AMARETTO SALIZA SOUR**

50 ml Amaretto Saliza

25 ml Lemon

15 Sugar

20 ml Egg White

Martini glass

### **ESPRESSO MARTINI**

50 ml Vodka

25 ml Exprè Coffee Liqueur

25 ml Coffee

Martini glass





## **GUD GIN**

### **VERY GUD MARTINI**

15 ml Rosolio Bergamot Liqueur

50 ml GUD Gin

Garnish with Olive

Martini glass





## ITALSPIRITS

### ROYAL SAVOIA

50 ml Savoia Americano Rosso

10 ml Creme de Peche

10 ml Scotch Whisky

Coupe glass

### ACQUA BRILLANTE

20 ml Italicus Rosolio di Bergamotto

30 ml Gin

10 ml Creme de Cacao white

10 ml Creme de Banana

Top up with Tonic Water

Highball





## LANGA SPIRIT

### THE HILLS

60 ml Barogin  
10 ml Dry Vermouth  
5 ml Nocciolin  
Martini glass

### NEGRONI

30 ml Barogin  
30 ml Herbal Amaro  
30 ml Red Vermouth  
Rocks glass





## MURETA

### CAFFÉ VISTA MARE

30 ml Mureta 40°  
20 ml Mureta Coffee 25°  
15 ml Hazelnut Liqueur  
5 ml Cedro Liqueur

Pony

### NEGRONI DEL MARINAIO

25 ml Mureta 40°  
25 ml Rhubarb Liqueur  
20 ml Vino Aperitivo  
10 ml Marsala

Rocks glass





**NONINO**  
**‘Best Distillery in the World’**  
**SPIRIT BRAND / DISTILLER OF THE YEAR 2019**  
**BY WINE ENTHUSIAST**

## **NONINO DISTILLATORI**

### **NONINO AND TONIC**

45 ml Grappa Nonino  
Top up with Tonic Water  
Black Pepper Powder  
Ice  
Highball

### **NONINO SPRITZ**

50 ml Aperitivo Nonino  
100 ml Prosecco  
Ice  
1 Olive  
Rocks glass





**POLINI**

distillates, wines & beverages

## **POLINI GRUPPO ITALIA**

### **MY SPRITZ**

50 ml Polini Aperitivo

25 ml Soda

75 ml Polini Prosecco

Orange Wedge

Wine glass

### **LIMONCELLO COLLINS**

30 ml Limoncello

20 ml Gin

Top up with Soda

Lemon Peel

Ice

Highball





## **STREGA ALBERTI BENEVENTO SPA**

### **BOBBY'S ON FIRE**

15 ml Strega

30 ml Scotch Whisky

30 ml Red Vermouth

Coupe glass





## **VULCANICA VODKA**

### **VIVA LA NONNA**

30 ml Vulcanica Vodka

30 ml Hazelnut Liqueur

10 ml Amaretto

Nick&Nora



# BARTENDER BIOGRAPHIES



## Alessandro Vella

Ciao, my name is Alessandro Vella and I come from a little city in Tuscany called Monsummano Terme. I started my career attending a Hospitality school there and fell in love with this job right away. At the age of 18 I then moved to the UK where my Hotel career began. I have been working for 5-star hotels across Italy and the UK including the Belmond Hotel Splendido and 45 Park Lane, to then reach my current job at The Donovan Bar at Brown's Hotel where I hold a Senior Bartender position and I can now proudly call this bar my home.



## Davide Leanza

I started working in the Hospitality sector as a Summer job to finance myself and my hobbies, but I soon fell in love with the service, the interaction with guests and the operations side of the bar environment. I moved to London in 2014 to improve my English and to gain experience from some of the best in the business, always seeking to improve and grow within this Industry. After over a decade of different experiences from Events to street bars to luxury hotel bars and more, I've now working as the Assistant Bar Manager at the newly opened Los Mochis London City.



## Lorenzo Piscitello

Hailing from the picturesque city of Cuneo, Italy, I have cultivated my passion for the global hospitality industry, with a special focus on mixology and bartending. My journey has taken me from the vibrant shores of Mallorca and the cosmopolitan streets of Barcelona to the dynamic cocktail scene of London, where I have resided for the past six years.



I have garnered extensive experience and expertise in the art of mixology, having served as the senior bartender at the award-winning Artesian bar. During my tenure, I helped with the creation of innovative cocktail menus, mentored aspiring bartenders, and consistently delivered exceptional service to a discerning clientele. I have recently transitioned to the prestigious Scarfes Bar at the esteemed Rosewood London, where I continue to uphold the highest standards of craftsmanship and hospitality.

## Marco Maiorano

Born and raised in Naples, I took my first steps in the world of hospitality across Italy, fueled by a lifelong dream to travel the world. After a brief experience in New York City, I made London my home, embracing the vibrant and diverse culture of the British capital. London has provided me with the unique opportunity to engage with a plethora of ingredients, cultures, and personalities from around the globe. This exposure has ignited my creativity, allowing me to craft personalised and memorable experiences for every guest. Currently, I am the senior bartender at Scarfes Bar, ranked 41st in the world and renowned for its sophisticated ambiance and innovative cocktails.



# COMPANY AND PRODUCT PROFILES





## AMARO RUBINO BIO

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CONTACT PERSON: **Matteo Rubino**



We are an innovative start-up that cares about environmental impact, from the production processes to packaging.

The founder, Matteo Rubino, is also the creator of Amaro Rubino Bio and Amaro Rubino 'Lunatic', artisanal and organic herbal liqueurs made in Italy, that are the result of passionate research in the woods of his homeland.

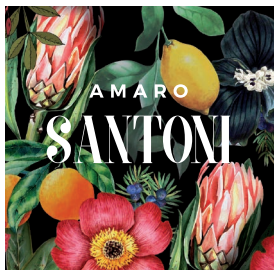
Amaro Rubino is made with local honey and botanicals from the Alpine foothills of northern Italy.

It is produced in small batches, with ingredients from organic agriculture. It was awarded by the jury of the World Liqueur Awards as the 'World's Best Herbal Liqueur' - 2022. Its aroma is unique: a complex but delicate floral and balsamic bouquet.

The latest addition is Amaro Rubino Lunatico, a more citrusy, fresh and less sweet version of the original recipe.

Traditionally we advise drinking them as digestives after lunch or dinner. But their versatility also allows them to be used in mixology.





## **AMARO SANTONI** **The Aperitivo Born in Florence**

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CONTACT PERSON: **Stefano Santoni**

The smooth and unique taste of all of Santoni's liquors owes its creation to the inventive genius of Gabriello Santoni. Genuine ingredients, profound innovation and a solid tradition tell the story of a journey filled with aromas and flavours, driven by the desire to express an original identity synonymous with Tuscany. Amaro Santoni is a bitter-sweet high-quality aperitivo with a rich fragrance mosaic of rhubarb, olive leaf, iris flower and 31 additional herbs and officinal plants. Composed from one of our founder's most closely guarded recipes, Amaro Santoni's fashion-forward style and delightfully mild 16% alcoholic twist is a modern reinterpretation of the classic concept of the aperitivo: it is the perfect drink for countless daytime and evening moments, as its bitter spunk wonderfully blends with sweet

and spicy notes. With a combination of quality products and a glamorous and enticing look, Amaro Santoni meets the refined taste of a young, smart and international audience, seeking more than just a product: an outstanding experience.



## CAPJARI

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🌐 CONTACT PERSON: **Fabio Todesco**



Welcome to the world of Capjari, the home of Universal Gin. In the universe of spirits, we are pioneers, embracing the ancient tradition of gin with a revolutionary touch. Our gin is a masterpiece of balance and versatility, created ad hoc to amaze in every form of tasting.

Capjari is the expression of innovation in respect of tradition. A unique gin of its kind, extremely balanced and universal, which can be tasted neat or explored in a premium martini cocktail or gin and tonic. A premium distillate with a distinctive character and unforgettable expressive finesse.

In addition to juniper, prevalent but perfectly balanced, licorice, coriander, cardamom, nutmeg, Tuscan iris root (giaggiolo), citrus zest (orange and lemon) and long Java pepper emerge.

Capjari Gin is the world's first distilled spirit dressed in a sustainable Ocean Action label made from plastic diverted from the oceans.

We are the first Spirits company to offer a spirit that uses plastic diverted from the oceans as its label material, with the aim of creating a market demand for these Ocean Bound plastics. By partnering with Plastic Bank, we are introducing, for the first time in the spirits sector, the Green & Social combination of sustainability and social ethics. Plastic Bank has been building recycling centres for Ocean Bound plastics in poor countries for over

10 years, creating new jobs and fighting poverty.

TS Spirits wants to fight ocean-bound plastic pollution and therefore relies on UPM Raflatac's Ocean Action labels for its Capjari Gin bottles.

We want to encourage TS Spirits' customers to make a responsible choice and finance with our products a new circular economy made of Ocean Bound Sustainability and Social Ethics. Your customers will be able to see your contribution certified and recorded directly on the Plastic Bank blockchain.

Let's combine the pleasure of consuming CAPJARI Gin with a new environmental and social awareness.





## CASONI

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CONTACT PERSON: **Lucia Palazzini**

Casoni ranks among the oldest Italian distilleries and liqueur producers; this heritage has been handed down across generations with its craftsmanship. This passion for spirit creation has been preserved together with the love for the territory.

Ever since Casoni remained in Finale Emilia, Modena, the village that gave birth to the legacy more than 200 years ago. Casoni Family, throughout the years, has been able to transform their local artisanal laboratory into a globally recognised manufacturer, with a prime role in the liqueurs and distillates market.

Casoni spirits are created using the best ingredients and the continuous research of new recipes. This is the secret that guarantees uniqueness and peculiarity of their 100+ infusions, which give birth to more

than 450 products with 60+ different sizes and shapes.

1814 is a premium range to celebrate our heritage. The original Casoni Aperitivo, the signature Bitter and our sweet vermouth special recipe. Please come, visit and Enjoy!



**DISTILLERIA NARDINI**

🏠 Via Madonna di Monte Berico, 7,  
Bassano del Grappa, VI, 36061

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🌐 [www.nardini.it](http://www.nardini.it)

CONTACT PERSON: **Barbara Schwoegler**

17 (B) 79

# NARDINI

## DISTILLERIA A VAPORE

BASSANO DEL GRAPPA - ITALIA

Be amazed by the 245 years of history of a family whose name has become synonymous with a product that's an icon of an entire nation.

Bortolo Nardini was born in 1739 in Segonzano, near Trento. In a country where wine is a tradition, it was a widespread practice to distil wine pomace as a source of income and livelihood. At that time, distillers moved from house to house with a mobile still, working as third-party distillers of the pomace deriving from the production of wine. Bortolo Nardini took up this craft, and travelled all the way to Bassano del Grappa where he had the opportunity to learn more about Bassano and to understand its strategic importance as a commercial crossroads between Austria and Venice. He bought the Osteria al Ponte, today called the Grapperia Nardini, to produce grappa with a permanent

still and sell it to the public. For the first time it was no longer the distiller with a mobile still going to the farmers, but the winegrowers themselves bringing in the pomace for the production of grappa. Italy's first distillery was born.



## **BEPI TOSOLINI**

MASTRO DISTILLATORE IN UDINE

### **DISTILLERIE BEPI TOSOLINI**

🏠 Via Della Roggia, 20, Povoletto, UD, 33040

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🌐 [www.bepitosolini.it](http://www.bepitosolini.it)

CONTACT PERSON: **Silvia Blasoni**

Situated in the northeast of Italy, Friuli Venezia Giulia is one of the country's smallest regions. Bepi Tosolini distillery was founded in 1943 during World War II when Bepi Tosolini decided to continue his natural and simple family tradition of grappa producers and create his first distillery. Respect, goodwill and honesty helped Bepi bring the family's dream to life. They are now in the third generation and Bepi's grandchildren work together in the distillery following the same philosophy to preserve this ancient, unwritten tradition.



## GUD GIN

🏠 Zona Industriale Belvedere Snc,  
Ingresso 2, Colle di Val D'Elsa, SI, 53034  
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🌐 [www.gudgin.it](http://www.gudgin.it)  
CONTACT PERSON: **Alessandro Macchia**

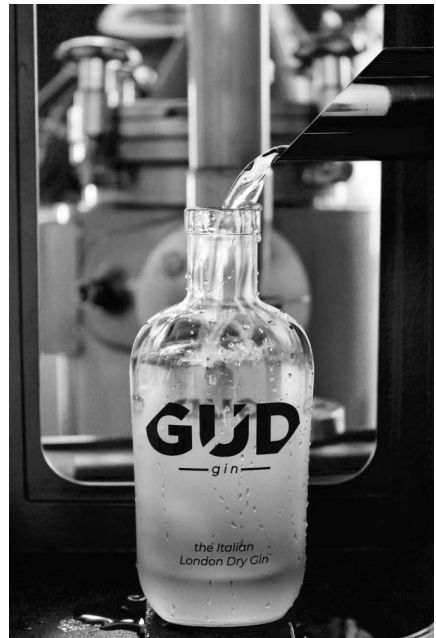


GE Distillery is a Craft Distillery founded in 2019 in Colle Val d'Elsa (Siena) that produces high quality Gin (GUD is our Ultra Premium London Dry Gin). The pot still, created by Green Engineering on the Bennet project in 1831, is entirely made of copper and is equipped with cutting-edge technologies that allow the organoleptic characteristics of the raw materials to be kept unaltered.

The creation of each product follows a precise path from the choice of the raw materials to the definition of the final recipe that's developed in the laboratories of the CREA Research Center, which houses the distillery. Specific tests and an instrumental analysis are subsequently performed on each production batch.

Production takes place entirely within the Distillery and our creative

team also supports customers in the packaging's development to obtain a completely integrated process able to guarantee a product with the highest quality in every single detail.







**ITALICUS** Rosolio di Bergamotto, launched on the 1st September 2016, symbolises the modern aperitivo and is the most globally awarded, reviving the rosolio category in the international scene.

**SAVOIA** Americano masterfully combines sweet vermouth from Turin with bitter from Milan, creating a harmonious aperitivo. It is refined with Marsala wine that's aged for 14 months in oak barrels and enriched with a selection of over 20 botanicals.

**SAVOIA** Orancio is completely natural and vegan. This aperitivo wine combines citrus and red fruits, intertwined with spices from the Silk Road: ginger, saffron, and pomegranate. The fragrant and complex notes of orange wine enhance its sweet-bitter profile, offering a refreshing and spicy aftertaste.

## ITALSPIRITS

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## LANGA SPIRIT

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CONTACT PERSON: **Stefano Marengo**



*Fragrance of Langa*

Langa Spirit, fragrance of Langa, was born in 2021 from the passion for the art of liquor and distillation of the founder and owner Stefano Marengo.

Artisanal and high-quality products following the tradition, with ancient recipes that are typical of our territory: the Langhe in Piedmont, Italy, recognised for their enogastronomic excellence.

For four generations, we have been a family of farmers cultivating vineyards, hazelnut groves, and aromatic herbs, focussing on producing short supply chain products.

Unique products of their kind, multi-awarded and sold internationally: Gin, Vermouth di Torino, Herbal Amaro, Bitter, and Liqueurs.

BaròGin, Premium Distilled Gin with botanicals infused in Barolo DOCG Wine.

Nocciòlin, Natural Hazelnut Liqueur from Langhe, made with IGP Piedmont Hazelnuts.

We are not yet imported to the UK.





## MURETA

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🌐 [www.mureta.it](http://www.mureta.it)

CONTACT PERSON: **Stefano Esposto**

The Mureta brand was born as an offshoot of an ancient recipe that was transformed into a digestive capable of delighting the palate even more in its new guise.

In fact, the refined raw materials allow it to be tasted separately from the coffee, typical of the best spirits around.

From the end of the war until the mid-1980s, my grandfather Bruno's Drogheria Esposto in fano was well known and was visited by farmers, among others, who came from the surrounding countryside to take advantage of his professionalism in the "correction" of wines with the aim of eliminating present or potential defects, guaranteeing the correct conservation, effectively increasing the final quality. Bruno had also created his moretta recipe but for many years this special blend remained unknown to the general public.

It was consumed exclusively in small groups of local friends.

At Mureta we have decided that the time has come to make it known to the whole world. Thanks to the help of an expert mixer, we have updated and improved Bruno's recipe which today boasts excellent quality ingredients.

### THE MURETA 40°

The 40° blend shows warm and amber shades that accompany you on an emotional journey. Jamaican and Guatemalan

rums offer the roundness typical of the Caribbean thanks to the high temperatures and humidity rate which interact with the barrels in a unique way. Brandy, wine spirit, is resolute and elegant.

### MURETA WITH COFFEE INFUSION

Aware of the pleasant combination between Mureta and coffee, we decided to create a ready-made blend at 25°. Made with the exact proportions and the same ingredients as Mureta, the addition of coffee is a winning choice to obtain a sweet liqueur, suitable for all palates while maintaining its own unmistakable character.



## NONINO Distillatori

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✉️ export@nonino.it

🌐 www.grappanonino.it

CONTACT PERSON: **Elisabetta Nonino**

The Nonino family has devoted itself to the Art of Distillation since 1897.

On the 1st December 1973, Giannola and Benito Nonino created the single varietal grappa, Monovitigno® Nonino that would

revolutionise the world of distillation forever. The Nonino Distilleries consist of Five Artisanal

Distilleries, each with 12 exclusive copper batch steam stills for the production of Nonino Grappa and Distillates, respecting the tradition and the rhythms of craftsmanship.

On the 19th September 2007, the first Nonino Grappa Cocktail Competition was held in Percoto for the best cocktail with Grappa, organised by the UK Bartenders Guild and AIBES (association of Italian barmen).

In September 2017, Grappa Nonino supported P(our) non-profit

**NONINO**  
 'Best Distillery in the World'  
 SPIRIT BRAND / DISTILLER OF THE YEAR 2019  
 BY WINE ENTHUSIAST

bartender organisation with thirst for knowledge created by Alex Kratena, Simone Caporale, Monica Berg, Xavier Padovani, Jim Meehan, Joerg Meyer and Ryan Chetiyawardana.

In January 2020, Nonino was elected the 'Best Distillery in the World' Spirit Brand/Distiller of the Year 2019 by Wine Enthusiast Wine Star Awards.





## **POLINI Gruppo Italia**

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☎ +39 035 4267211

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CONTACT PERSON: **Mirko Bertoldi**

Polini Group Italia was founded as a small family business by the Polini family in 1967, in the area of Iseo Lake, between Bergamo and Brescia. As the years passed the company expanded and developed, priding itself on being able to adapt to the changing requirements of the market while still maintaining the ethos of a family business.

Without losing sight of its ethics and dedication to work, Polini Group Italia is currently managed by the new generation that has been able to evolve the company, combining the wisdom of ancient artisan production processes with cutting-edge automated production, capable of producing 25 to 30 million bottles a year. Polini Distillates, Wines & Beverages is nowadays one of the biggest groups in the D&B sector

in Italy and among the biggest in Europe. The company manages a huge range of Private Labels & Premium brands, sold in more than 35 countries worldwide.



**STREGA ALBERTI BENEVENTO SPA**

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CONTACT PERSON: **Daniele Taccone**



Strega is a company located in the south of Italy, in the town of Benevento, and since 1860 it specialises in liquor production. The company produces the famous Liquore Strega ("Witch Liqueur"), a herbal liqueur that, according to the legend, was brewed by witches in the area and used as a love potion. Liquore Strega is distilled from a mixture of many different botanicals. The ingredients come from Europe, Central America and Orient. Among them we can find: cinnamon from Ceylon, juniper from the Italian Apennines and mint that grows wild on the river banks around Benevento. Its characteristic golden colour is given by saffron extract. The maturing in oak casks enhances the bouquet. The recipe for this liqueur is still kept a secret and closely guarded by the founding

family. Our beverage assortment also includes typical Italian liqueurs such as Limoncello, Sambuca, Amaro, Amaretto, Coffee Liqueur, Aperitif and Bitter.





## **VULCANICA VODKA**

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CONTACT PERSON: **Serena Bonetti**

Vulcanica Vodka is a unique premium Sicilian vodka made by local farmers with ancient grains grown on the slopes of the Etna volcano. Ancient grains represent the history of the Sicilian inland, they are rich in proteins, flavours and are low in gluten. There are many varieties used in local cooking and commonly used for preparing bread and pasta. We make our grains to ferment with native yeasts and we distil them twice, first in a copper column in small batches, then in pot still. For dilution we only use pure Sicilian water and thanks to our light filtration process, we can preserve the organoleptic properties and the complex flavour of our ancient grains.

In fact, thanks to the amazing taste, in the last two years we have proudly won the double gold medal in the San

Francisco World Spirits Competition, a gold medal as the Best imported vodka in the USA and Vulcanica has also been considered as one of the 100 excellences for Forbes.









**ITA**®  
ITALIAN TRADE AGENCY

**LONDON**


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