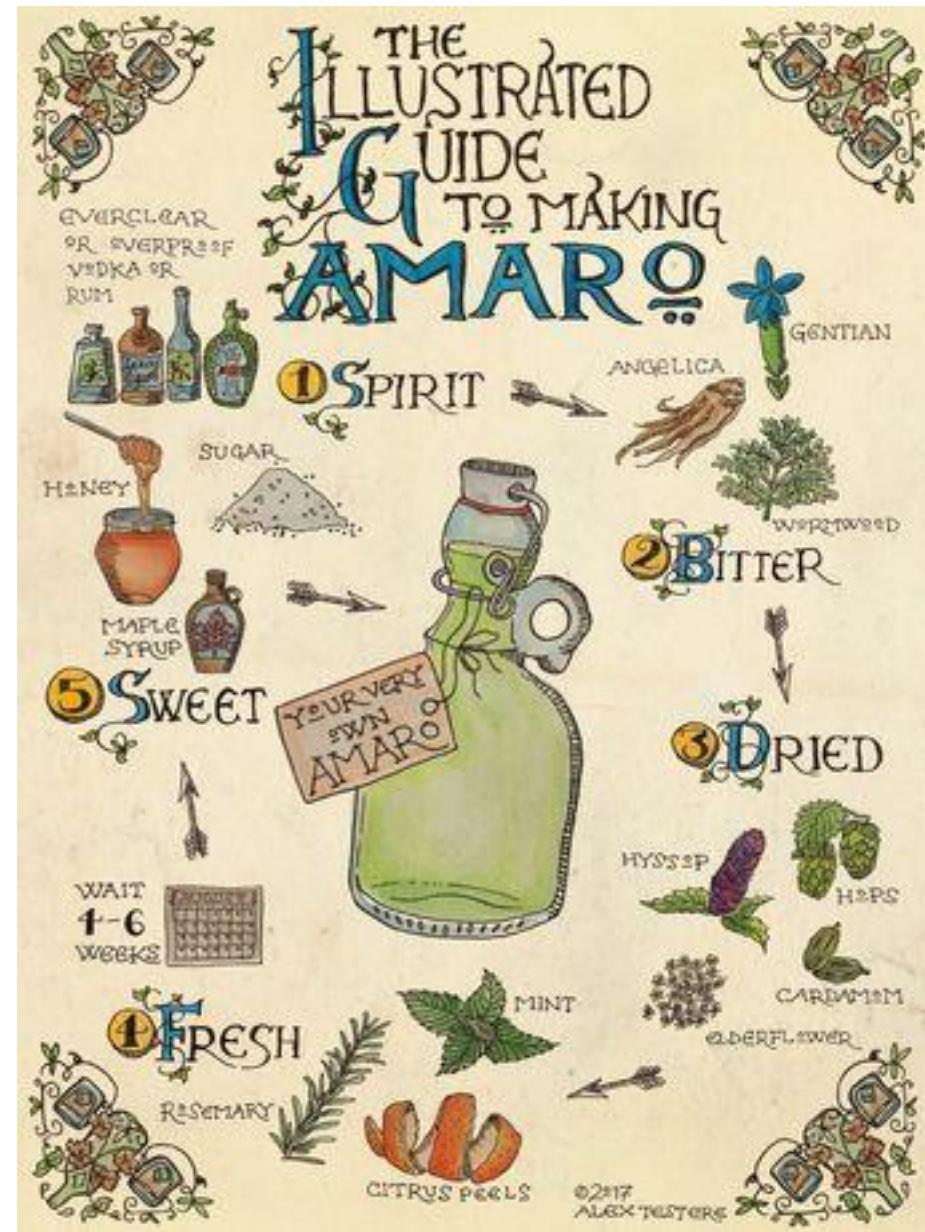


# Amaro



# What is Amaro

- Amaro (Italian for “Bitter”) is an Italian herbal liqueur.
- Amaro is a loosely defined category of bittersweet herbal spirits flavored through maceration.
- The plural of Amaro is Amari, not Amaros.
- Most Amaro are not overly bitter, rather they are a balance of bitterness, alcohol, botanicals and sweetness.



# What is Amaro (continued)

- Amari are generally made from botanicals macerated in a spirit base, often a neutral spirit or a neutral spirit plus wine.
- The alcohol content is quite varied, from quite low (Aperol at around 11%, approximately 18% ABV (Rabarbaro --- Dried rhubarb, Carciofo -- Artichoke) to over 70% (Centerbe --- 100 herbs from the Mount Majella region).
- Amari can be aged but don't have to be; darker color and an oxidized taste are often indications of barrel aging.
- Amari are produced all throughout Italy in over one hundred different styles.
- Amaro are thought of as being flavored from botanicals but many other ingredients are (or were) common; Campari's red color was derived from Cochineal Beetles until very recently (and still was in Sweden in 2017).

# What is Amaro (continued)

- Many Amaro names are styles and not specific products:
  - Rabarbaro Amaro rely heavily on Chinese rhubarb
  - Alpine Amaro mean they are made in close proximity to any Alpine region and include Alpine botanicals
  - Fernet Amaro is less defined, but usually include myrrh, rhubarb, chamomile, cardamom, aloe and saffron. Fernet Branca is far from the only Fernet available.
- Amaro differ from bitters in that Amaro are classified as “potable bitters” and are meant to be drunk as a beverage, whereas bitters are classified as “non-potable bitters” and are generally used as a flavoring.



# Common Amaro Styles

- Light --- Light and more citrus forward
  - Amaro Nonino, Amaro Florio, Amaro del Capo, Amaricano Bianca
- Medium --- balanced flavors
  - Montenegro, Ramazzotti, Averna, Lucano, Luxardo Amaro Abano, Amaro Bio, Amaricano
- Fernet --- sharply bitter
  - Fernet-Branca, Luxardo Fernet, Amaro Santa Maria Al Monte
- Alpine --- Flavored with alpine herbs
  - Amaro Alpino, Amaro Zara, Amaro Braulio
- Vermouth --- Mainly wine-based and sweeter, but not the same as the apertif vermouth
  - Amero, Amaro don Bairo, Amaro Diesus del Frate
- Carciofo --- Artichoke flavors
  - Cynar
- Tartufo --- Black truffles
- China --- Cinchona bark flavor
  - China Martini
- Rabarbaro --- Chinese rhubarb
  - Zucca



AMARO SICILIANO  
**AVERNA**

# Amaro Nardini



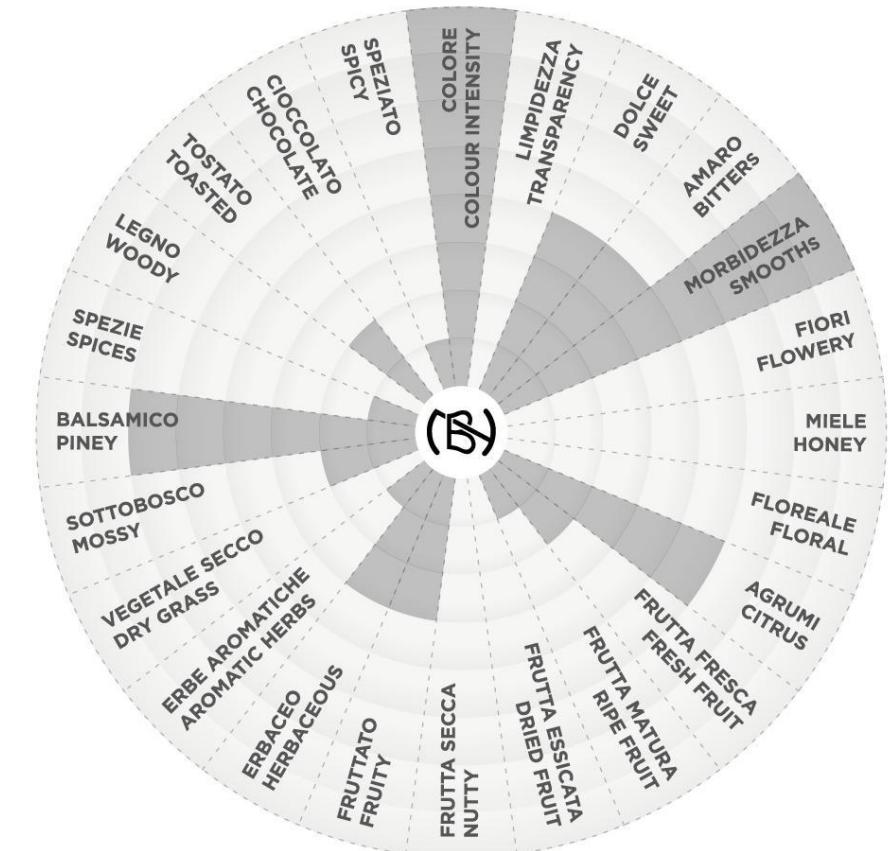
**\$29.99**

ABV 29%

An infusion of alcohol, bitter orange, peppermint and the roots of the alpine yellow gentian.

## Tasting Notes

Amaro Nardini is a smooth digestive liqueur with a distinct licorice aftertaste. It has a well-balanced, herbal and fruity taste, with an intense chocolate brown color. Amaro can be served straight up, chilled or on the rocks.



# Amaro Pasubio



\$21.99

ABV 17%

Pasubio is a true taste of the Dolomite Mountains in the Trentino region.

On a base of rich aged wine you'll find notes of blueberries, pine and smoke, together with bitter alpine herbs.

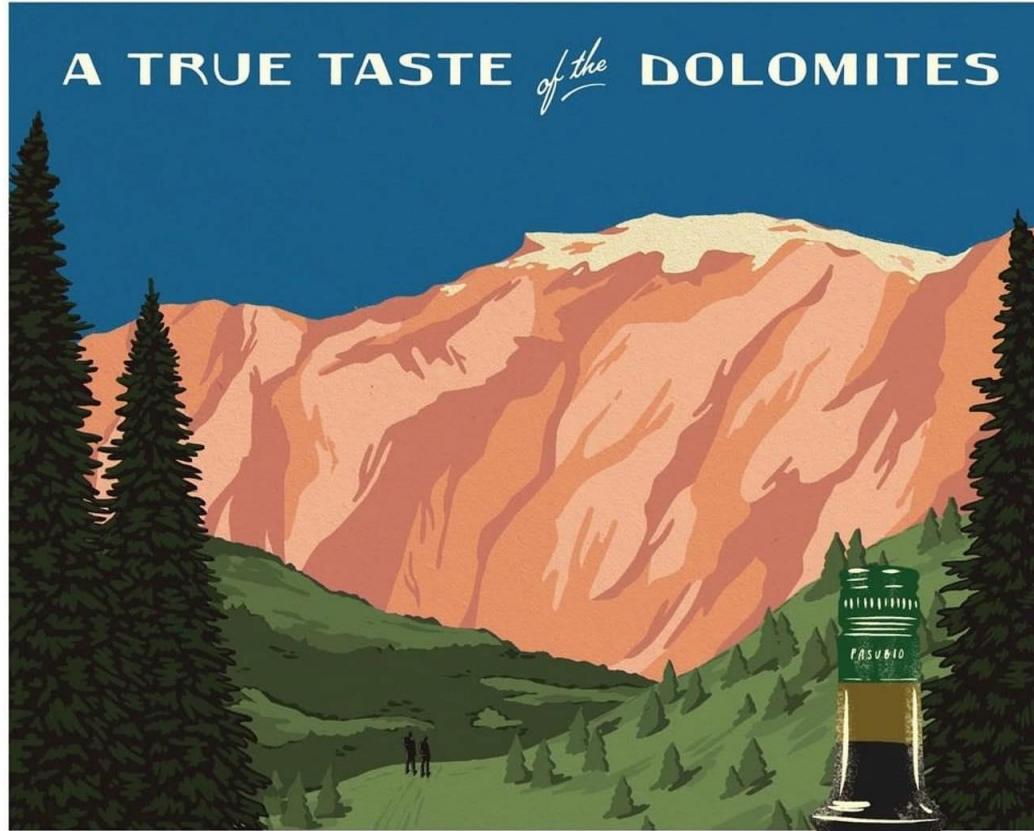
It is rare among amari to feature mountain berries.

The recipe from Giuseppe Cappelletti dates back to the early 20th century and is among the Erboristeria's first amari.

Traditionally enjoyed neat, typically at cellar temperature or chilled.

Also pairs well in mixed drinks with bourbon, rye, or brandy.

# A TRUE TASTE *of the* DOLOMITES



## Foraging a Tradition

The flavor profile of Amaro Pasubio balances wild blueberries and Mugo pine with a touch of smoky rhubarb and alpine herbs. It is a true taste of Monte Pasubio, one of the most famous peaks of the Dolomite mountains in the Trentino region of Italy.

This amaro is the product of a four-generation family ritual that continues today. Throughout the summer, members of the Cappelletti family hike to select areas of Monte Pasubio and nearby mountains to forage for ingredients.

Drink as the Italians do: neat after dinner or on ice for any occasion. Add a squeeze of lemon or a splash of dry vermouth for an aperitif. Or try in a mixed drink with bourbon, rye, brandy or

## MONTI PALLIDI

Build in a highball glass filled with ice:

1.5 oz bourbon  
1.5 oz Pasubio Vino Amaro  
0.5 oz lemon juice

Top with 3 oz club soda.  
Garnish with a lemon peel.

More recipes at [alpenz.com](http://alpenz.com)



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# Amaro Meletti



\$21.99

ABV 32%

Meletti Amaro is produced by a family-owned and operated company located in Le Marche.

Most of the ingredients used are sourced from the region from growers who work exclusively with the brand.

Known botanicals include anise, clove, gentian, orange peel, saffron, and violet flower.

The method of cold-extraction known as percolation is the method for obtaining flavors and the neutral spirit base is a blend of molasses and beetroot.

Water and sugar are added as well.

## Tasting Notes:

With a nose of saffron, cola, bitter orange, chocolate, soft clove, and violet pastiglie this balanced and complex amaro is a perfect reminder of how sensuous an amaro can be.

# Capelletti Amaro Alta Verde



\$21.99

ABV 24%

Amaro Alta Verde's hallmark flavor was common long ago throughout the Adriatic, though seldom found in the last half century.

The principal ingredient is assenzio, a variety of wormwood.

A complementary blend of alpine herbs, citrus and spice frame and lighten the classic bitter profile.

True to its origins, the aromas evoke a summer forest in all its verdant splendor.

Upon tasting, Alta Verde yields impressive length and complex bitterness, intertwined with gentle sweetness and bright herbal notes that give balance throughout the palate.

Best enjoyed with citrus and tonic or soda, or just alone over ice with a big squeeze of lemon.

In cocktails, Alta Verde adds depth and a drying effect to balance sweeter drinks. Tequila and mezcal are ideal spirits to pair with this amaro.

# AMARO MONTENEGRO

TONICO PREZIOSO  
PER L'EFFICACIA  
DIGESTIVA



# Distillerie Francoli Antico Amaro Noveis Liqueur



\$19.99

ABV 24%

Long available only in Italy and small pockets in Europe, this delicious Amaro has finally made it to the United States for the first time ever. Made in Ghemme, Piedmont since the early 1960s, this bitter liqueur is made from an infusion of over a dozen botanicals including gentian root, wormwood, yarrow, nutmeg, anise, cinchona, rhubarb and more.

The Francoli family have been distilling since 1875 when Louis William Francoli first fired up a rudimentary still in his home in Valtellina. His descendants went on to establish their distillery in Ghemme in 1951. Distillerie Francoli remains to this day a family-owned-and-operated business.

Over the decades the Francoli family have gained fame for the quality of their grappa and liqueurs, but what is less appreciated is the family's ethical approach to the environment. Francoli was certified a carbon neutral distillery in 2006, leading the fray of environmentally-conscious distilleries.

Ingredients: Neutral spirit made from molasses; infusion of yellow gentian, trumpet gentian, wormwood, musk yarrow, genepi and germander from Mount Noveis; additional infusions of chinchona, rhubarb, sweet and bitter orange, licorice and anise.

Maturation: once blended, the amaro is aged for a short time in oak barrels before being bottled.

# Amara Amaro Rosso di Sicilia

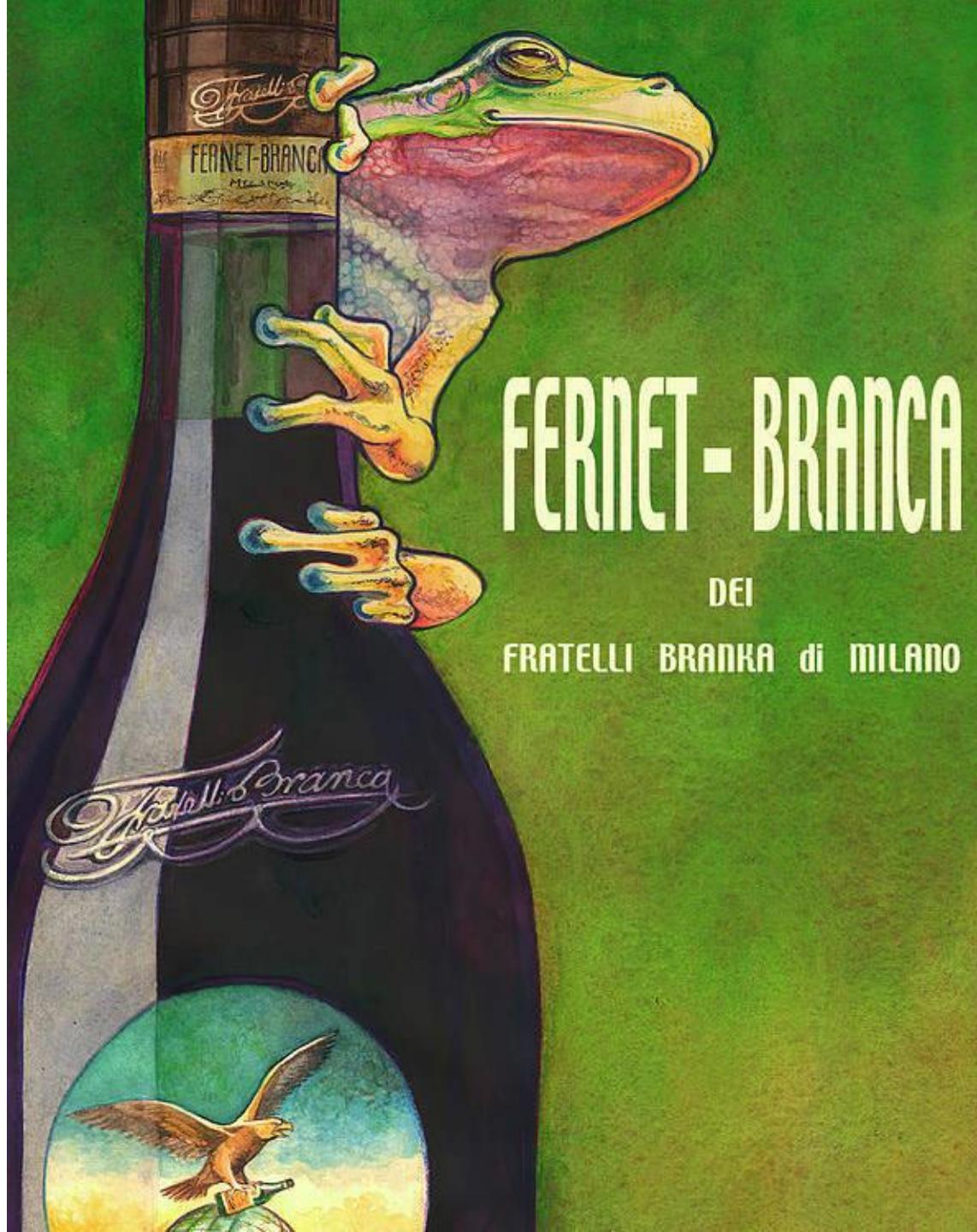
\$39.99

ABV 30%

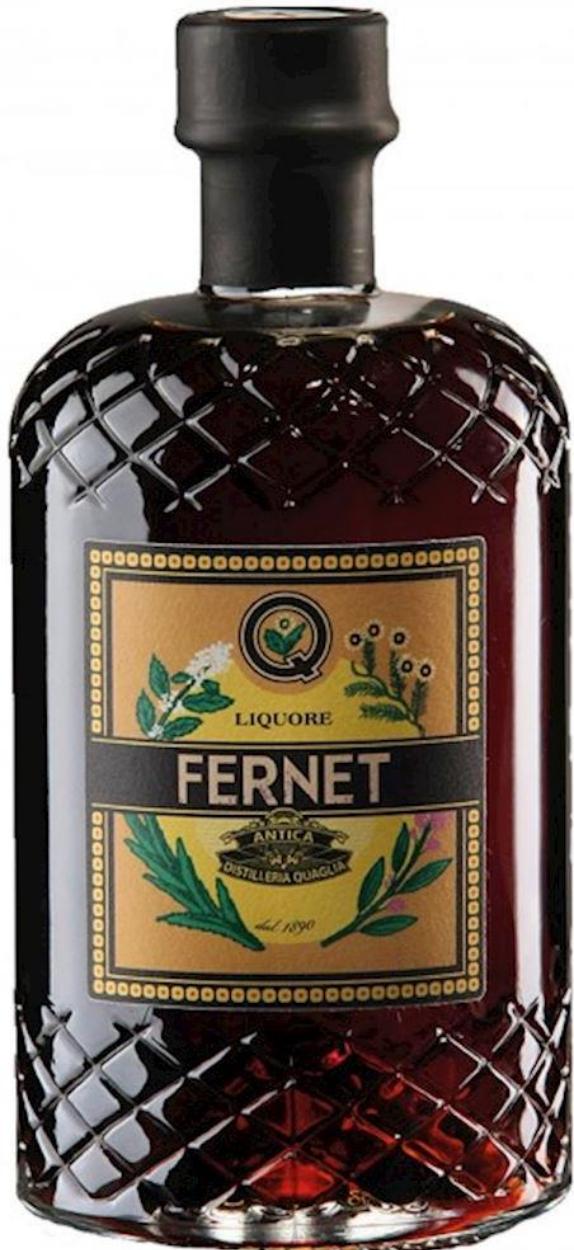


Amara Rossa (“bitter red”) Blood Orange Liqueur is just that solution. Produced on-site in Sicily from hand-picked organic blood oranges and sustainably grown local herbs, Amara is simply made, but wildly complex. The production is limited to 20,000 bottles per annum.

The bouquet of Amara is reminiscent of the indigenous fruits and flora that feed off of the Mediterranean Sea’s nutrients abound. An intriguing and unique palate of candied oranges, licorice, and cloves gives way to hints of elder and rhubarb.



# Quaglia Fernet



\$24.99

ABV 40%

This boldly herbaceous amaro is produced by Antica Distillera Quaglia, founded in 1906 by Giuseppe Quaglia. Handed down from generation to generation, the distillery is now run by Giuseppe's great-grandson and produces an array of vermouth, liqueurs, and distilled spirits according to the northern Italian botanical tradition. As you'd expect from a high quality fernet, this offers minty & eucalyptus notes with a stomach-soothing base of bittersweet botanicals.

- Infusion with all ingredients lasts at least 3 weeks, then aging lasts 3 more weeks minimum, all in stainless steel tanks.
- For each batch, a fresh infusion of herbs, flowers, and spices is made, then added to the some of the older, original infusion ("the mother") to ensure complexity and consistency in quality.
- Herbs, and spices are certified organic by Valoritalia.
- Base spirit produced from Italian Wheat.

## TASTING NOTES:

Its alcoholic strength, bold but not overwhelming, unfolds the floral and balsamic scents of a warm, savoury liqueur with hints of Piedmontese mint.

# Further Reading

- Amaro: The Spirited World of Bittersweet, Herbal Liqueurs, with Cocktails, Recipes, and Formulas --- Brad Thomas Parsons
- The Big Book of Amaro --- Matteo Zed
- Bitterman's Field Guide to Bitters & Amari --- Mark Bitterman
- The Drunken Botanist --- The Drunken Botanist
- Aperitivo: The Cocktail Culture of Italy --- Marisa Huff
- Italian Liqueurs: History and Art of a Creation --- Renato Vicario
- The Bible of Italian Liqueurs ...and the finest pastries to serve with them --- Carlotta Melzi D'Este