

# Bartales

## Best of

N. 32 | JUNE 2021

SUPPLEMENT OF BARTALES



FACE TO FACE / PAST AND FUTURE  
**UNITED AND INDEPENDENT**



REPORT / ANCIENT FLAVOURS  
**DRINKING APULIA**



LIQUID STORY / TASSONI  
**QUEEN OF CITRONS**



ZOOM / LAMBRUSCO  
**THE ENJOYABLE "ARTISAN"**

Simply Squeeze  
**REAL**  
 COCKTAIL INGREDIENTS®



- Banana Real  
*Infused with premium Cavendish Bananas from Costa Rica*
- Crisp Apple Real  
*Infused with premium pineapples from Costa Rica*
- Piña Real  
*Infused with premium pineapples from Costa Rica*
- Black Cherry Real  
*Infused with premium Chilean Black Cherries*
- Blueberry Real  
*Infused with premium Goldtraube Blueberries from the Pacific Northwest*
- Peach Real  
*Infused with Elegant, Summer & Rich Lady Peaches*
- Mango Real  
*Infused with Alfonso Mangoes from India*
- Raspberry Real  
*Infused with Willamette and Glen Clove Raspberries from the Pacific Northwest*
- Coco Real  
*Contains real coconut meat from hand-picked tropical Coconuts*
- Strawberry Real  
*Infused with hand-picked Camarosa, Venana and Albion Strawberries from California*
- Pumpkin Real  
*Infused with premium pureed Pumpkin and hints of cinnamon, ginger, nutmeg, and clove*
- Agave Real  
*100% organic blue Agave Nectar from the Jalisco region of Mexico*
- Ginger Real  
*Infused with premium Laird's Ginger puree*
- Passion Real  
*Infused with premium Purple Passion Fruit from Vietnam*
- Kiwi Real  
*Infused with premium Kiwi from New Zealand*
- Blackberry Real  
*Infused with premium Marion Blackberries from Oregon*

 Flavorful

 Mixable

 Squeezable

**FOLLOW ALONG!**  @RealCocktailIngredients |  @RealCocktailIngredients • [www.realingredients.com](http://www.realingredients.com)

# OUT OF THE ORDINARY

**T**here is a place, just a few kilometres from Ostuni, immersed in a green sea of enormous centuries-old olive trees. In this place is a small white house with glittering Lecce stone and the blue of a small, clear swimming pool that shines in the sun. This is where I escape to as soon as I get the chance – it is my refuge. My holiday just a few minutes from a blue sea that looks like a reserve. This is Apulia: that enchanting land of sea and gentle hills that seem to roll on forever. A treasure chest of history and traditions that surprise every time. There must be a reason why the English, French and Belgians have for several years now chosen it as their preferred destination in the ‘Bel Paese’, why growth for this summer has been forecast to increase by close on 80%, why everything in the Salento is already fully booked. Sea, sun, history – and flavours, not only from cuisine that makes genuine simplicity of its raw materials its point of excellence, but especially those flavours held by ancient and noble wisdom. It should come as no surprise then to read that the first southern Italian liqueur sold was from Apulia, that spirits and rosolios – the heritage of ancient family rituals – are sources of pride to small (and many) artisanal liqueur producers (some better known than others) who enrich the national spirit industry. This is a “liquid” story that can only be exciting. An Italian story. One of many, seasoned with tenacity and sacrifice, outside of the media hype, perhaps less flashy, less glamorous, but which makes us all the more proud.

*Follow us*



**BarTales**  
*Best of*

N. 32 | JUNE 2021

EXECUTIVE EDITOR

**Melania Guida**

(melaniaguida@bartales.it)

STAFF EDITOR

**Fabio Bacchi**

(fabiobacchi@bartales.it)

ART DIRECTOR

**Cinzia Marotta**

(grafica@bartales.it)

CONTRIBUTOR

**Giulia Arseli, Valentina Rizzi**

TRANSLATION BY

**LMP International - Lonato (BS) Italy**

DIGITAL EDITION BY

**SKILL LAB srl**

(assistenza@s-lab.it)

Registrazione. n. 35 del 8/7/2013 Tribunale di Napoli

www.bartales.it

© copyright

**BARTALES - All rights reserved. No part of this publication may be reproduced in any form or by any means. Any violation will be persecuted according to law.**

*Anyone with a claim on the copyright of unidentified pictures please contact Bartales*

**DRINK RESPONSIBLY**



# UNITED AND INDEPENDENT

An extraordinary 200-year-old story  
Piero Luxardo: “We strive to deserve  
what we have inherited”

BY MELANIA GUIDA

**A**long the journey that from an empty Venice bordering on heart wrenching leads to Torreglia, with its eight thousand inhabitants on the slopes of the Parco dei Colli Euganei,

Piero Luxardo Franchi, president of Luxardo S.p.A, succinctly summarises the company’s mission: “We strive to deserve what we have inherited”.

It all started in 1821, and two hundred

years later what has been inherited has the adventurous flavour of an extraordinary story. A story marked, among other things, by the honour of bearing the patent granted by the Emperor of Austria, and by the fact that the business has been continuously linked to just one family, now in its seventh generation.

From Marquise Canevari's Maraschino rosolio, to the hard work of Michelangelo followed by Giorgio, to Nicolò's vision, the Luxardo story is not just that of consolidated Italian liqueur excellence. It is above all a story of family ties and belonging, with a deep sense of continuity with the region and the generations. "And that makes us proud," underlines the president; in other words, its key to success.

To mark the 200th anniversary, "we had planned a series of celebrations. It doesn't matter, we will postpone them to when they can safely take place."

Let's take stock then: what is the current situation? "The Italian market makes up one-third of the global market, and frankly, it is doing very well. The confectionery sector is holding its own. Mind you, the positive difference was made by supermarkets and bakeries."

And in the rest of the world? "In countries with state monopolies like Canada and Norway, for example, there are no concerns. In fact, we are seeing significant growth. The United States has just recently opened again nicely. The problem is 'old' Europe, which unfortunately, is in the same position as Italy."

Do you think the industry should change strategy to face up to a future that remains uncertain? "When it comes to distribution, I think so, yes. We have seen it happen with the surge in online sales, for example. Amazon and Alibaba



own that space. As long as people were glued to the sofa, and were prey to 'amazonitis'...".

Pushed by Federvini's Spiriti group, an appeal was made to reduce excise duties on aperitifs, spirits and vermouth and remove the state tax inherited from the Savoy bureaucracy. However, these proposals have remained unanswered. "Given that when it comes to alcohol excise

**PRODUCERS**

ABOVE, PIERO LUXARDO. ON THE OPENING PAGE, THE FAMILY IN THE COMPANY CELLARS.



**HISTORY**  
 ABOVE,  
 FRANCO  
 LUXARDO,  
 SENIOR  
 PARTNER OF  
 LUXARDO SPA.  
 BELOW, THE  
 POSTAGE  
 STAMP THAT  
 POSTE ITALIANE  
 HAS DEDICATED  
 TO THE  
 COMPANY.

duties are ten times higher than the cost of the materials, Micaela Pallini (president of Federvini’s Spiriti group, n.d.r.) is right to stand firm on her demands. She is an extraordinary woman; although I fear that at the moment, she has little chance of success.”

Let’s talk about duties. Since March, a four-month relaxation has been in place in the US on many European products, Italian aperitifs and liqueurs. What is this worth to Luxardo? “It is certainly fundamental for the whole agri-food sector: oil, bread, wine and cheese. It is without doubt an important sign for our sector as well. Also, because recovery is now close at hand.”

The celebrations for such an important birthday are merely postponed, but some new products are already on the





**LUXARDO**  
PIERO, IN THE  
COMPANY  
CELLARS,  
REPRESENTS  
THE FAMILY'S  
6TH  
GENERATION.

market. Thinking of Antico, for example. “Yes. It is similar to vermouth and we are launching it at the moment. It’s a kind of reinterpretation of vermouth, which we cannot produce by regulation. The product is obtained by infusing the juice of Marasca cherries (i.e. Luxardo cherries), aged in oak barrels, with the addition of spices and bitter herbs. It reminds one of Marasca cherries, but with a more full-bodied flavour. It is excellent when had neat and perfect for playing the role of a red vermouth in cocktails.

Then there is the postage stamp. With

the bicentennial logo, the straw bottle of the historic Maraschino and the profile of the Luxardo advertisement from the 1930s. A limited edition, only three hundred thousand pieces are being produced; a tribute to one of the “Manufacturing and economic excellences”, the theme of a series by Poste Italiane issued by the Ministry of Economic Development. “It’s a source of huge pride. Out of 230 requests from various companies, Poste Italiane accepted only 20. We are privileged”. Hats off.

**Melania Guida**



## THE WHISKY EXCHANGE

**E**ngland, 1971. Spouses and Asian immigrants, Narinder and Bhupinder Singh, opened The Nest in Harwell, West London, an “off licence” shop where alcohol could be sold but without consumption on site. They were the first Asian family to obtain a license to sell alcohol on British soil. Their two sons, the eldest Sukhinder, and Rajbir, grew with their parents’ business, learning about every aspect of its management and, most of all, getting to grips with the world of spirits and wines. Success was instant

and the business grew to the point that in 1991 the “Off Licence Of The Year” award was presented to The Nest, which at that time was managed by Narinder together with his wife. Part of the prize for the couple was a trip to Australia. This gave Sukhinder the opportunity to manage the family business on his own in their absence.

In 1990 Sukhinder graduated as a chartered surveyor at a time when Great Britain was going through a housing slump. This situation was no help to Sukhin-





der who continued working in the shop while waiting for the market to improve.

In 1994 the shop boasted 100 single malts for sale and became a destination for enthusiasts of the Scottish spirit. Sukhinder himself grew more and more passionate about whisky and became a collector starting with miniatures. Sadly, great adventures are bound to come to an end and in 1999 The Nest was definitively closed and sold. The parents retired but at the same time, Sukhinder and Rajbir decided to join forces and the passion for whisky they shared. So, in 1999 the two brothers founded “The Whisky Exchange”, a website which was to replace, if virtually, The Nest and that gave the two brothers “the same pleasure as the previous bu-



The Sawhneys flank Ian Harris of Seagram, Wolf Blass, and Peter Bathe of Off Licence News

### OLY Award winners down under

THE WINNERS of the 1991 Off Licence of the Year Award — Narinder Singh Sawhney and his wife Bhupinder — met up with people on the Wine Flight of a Lifetime during a visit to the Wolf Blass winery in Southern Australia.

Wolf Blass entertained the Sawhneys during their six-day stay in Australia before they flew on to Montana in New Zealand. Both Montana and Wolf Blass are handled in the UK by Seagram, the joint sponsor with Off Licence News of the Off Licence of the Year Awards.

“Off Licence News”  
6th March 1992.

# PALLINI

*Limoncello*



**AMORE AL LIMONE. BOTTLED.**



[www.limoncellopallini.com](http://www.limoncellopallini.com)

BEVI RESPONSABILMENTE



**LEAD CHARACTERS**  
 TOP LEFT RAJ CHAVDA; IN THE PHOTO ON THE RIGHT SUKHINDER (ON THE RIGHT) AND RAJBIR. ABOVE BILLY ABBOTT; LEFT DAWN DAVIES.

siness”, as Sukhinder wrote in the opening letter on the website. They bought a warehouse in the vicinity of The Nest and filled it with stock from The Nest that they received from their father.

With all in place, the results were not long in coming. Just a few days after the official launch of the website, the two

brothers received their first order from Germany, thanks especially to contacts Sukhinder had made over the years thanks to his whisky collecting. In 2006, their first shop was opened at Vinopolis, close to the characteristic Borough Market, which was already considered one of the main attractions in the British capital with



thousands of tourists visiting it every day.

The growing attention received by whisky, particularly single malt Scotch, and the increase in enthusiasts and collectors led The Whisky Exchange team to create the first Whisky Show in London, framed by the splendid Guildhall in the City of London – one of the major sector events on an international level.

In 2011, the website's designer Raj Chavda became a permanent member of The Whisky Exchange team as Creative Director. Chavda designed the exclusive labels of special bottles created by The Whisky Exchange, many of which are true works of art.

Other two important people joined the group: Billy Abbott, today The Whisky



Vermouth & Spirits

# DEL PROFESSORE



ITALIAN HERITAGE



## *Del Professore Bitter*

*Refined hand crafted products based on a strong tie to the land,  
only natural ingredients and traditional classic recipes.*

[delprofessore.it](http://delprofessore.it)



Vermouth & Spirits

# DEL PROFESSORE



— ITALIAN HERITAGE —

DRINK RESPONSIBLY



*Del Professore Gin*

Crafted in Italy with the best natural ingredients  
and respecting exclusive secret recipes

[delprofessore.it](http://delprofessore.it)



Exchange Ambassador and official WSET trainer, and Dawn Davies, the Head Buyer, who is constantly in search of quality products and works toward redefining the classification for rums.

In 2015 the Vinopolis shop had to close due to the Vinopolis group shutting down. Today there are two new shops in the vicinity of Covent Garden and in Great Portland Street, a few minutes' walk from Oxford Street.

In 2018 Sukhinder was awarded “Outstanding Achievement In The Scotch Whisky Industry” by the International Wine and Spirits Challenge and then nominated “Master Of The Quaich”. The latter is one of the most prestigious and highest awards for those dedicated to spreading and elevating the culture of Scotch whisky in the world.

Over recent years Sukhinder and his te-



**AWARDS**  
**SUKHINDER**  
**AWARDED WITH**  
**OUTSTANDING**  
**ACHIEVEMENT**  
**BY IWSC.**

am have become specialised in selecting and bottling special whisky reserves, starting from Scotland to collaborating with some of the most renowned distilleries in the world, especially in Japan.

This led to the birth of Elixir Distillers in 2017, a daughter company of The Whisky Exchange that has exclusively focused on creating, selecting and bottling authentic spirits, specialising also outside of Scotch whiskies. Some of the brands coming out of this project are Port Askaig, Element of Islay and Black Tot. Obviously the most authentic releases created to date remain the single malt Scotch whiskies. For this edition of BarTales, Sukhinder has selected five of the most representative bottles created by The Whisky Exchange.

## BUNNAHABHAIN 1997 BY THE WHISKY EXCHANGE

This new bottling is part of the most recent range of single malts from a single hogshead. Over the years, The Whisky Exchange has selected and bottled a range of whiskies. When Elixir Distilleries was born, the new releases were labelled with this brand, then in 2019 they decided to relaunch the special bottlings with The Whisky Exchange Single Casks and at the end of 2020 they finalised the third release of bottles in the range. These are all selected by Sukhinder Singh and represent the peculiarities of distilleries that he truly loves. This is a “smoky” Bunnahabhain of a time when the distillery was not known for this characteristic. This experiment was later abandoned by Bunnahabhain, however, a certain amount of peated spirit from 1997 remained.

**Region:** Islay, Scotland  
**Type:** Single malt Scotch whisky

**Cask:** single hogshead

**Vintage:** 1997

**Age:** 22 year old

**Bottling date:** 2020

**Colour:** amber

**Nose:** interesting smoky notes and hints of burnt leaves, sweet smoke that leaves space to notes of sea breeze and liquorice.

**Palate:** rich notes of sweet malt, raisins and liquorice combine with burning pine, mint and thyme. Hints of char and tar combine with spices and dark chocolate.

**Finish:** lingering, enveloping hints of oak.

**ABV:** 51.3%



## GLENFARCLAS 15YO 100° PROOF EXCLUSIVE TO THE WHISKY EXCHANGE

The last in a long series of whiskies exclusively bottled by Glenfarclas for TWE, this one is part of a pair. The other is a 21-year-old with an ABV of 54.2% that will soon be available on TWE shelves. TWE presented this range of whisky in 2014 straight after Glenfarclas 15yo won the title of Whisky of the Year. TWE then asked Glenfarclas to bottle a special version of the 15-year-old to celebrate this victory and so a limited edition was released. This series will finish off with another exclusive Glenfarclas that will complete a pleasant trio which goes from the rich sherry of the 15-year-old to a more delicate and fruity style of the 25-year-old.

**Region:** Speyside, Scotland

**Type:** Single malt Scotch whisky

**Cask:** Unavailable

**Vintage:** Unavailable

**Age:** minimum 15 year old







Vermouth & Spirits

**DEL PROFESSORE**



ITALIAN HERITAGE



**FIGHTING SOON**

*Del Professore Gin*

GIN Madame | GIN Monsieur | GIN Crocodile | ...

[delprofessore.it](http://delprofessore.it)

DRINK RESPONSIBLY



IOVEM.IT

#BEVIVIOLA



IOVEM is an innovative and unique product, 6 elements hidden in 9000 years of history that spawn the new drink of the Gods.



The purple nectar, to drink blended

drink responsibly

**Bottling date:** Unavailable

**Colour:** amber

**Nose:** sweet, spicy and even, notes of raisins, pear, toffee and custard that combine to leave space for the wine notes of Madeira.

**Palate:** warm, enveloping, with notes similar to Christmas-style pastries with candied fruit and spices like cinnamon and nutmeg. Soft notes of barrel char.

**Finish:** rich and pleasantly spicy, with notes of baked fruit and barrel char.

**ABV:** 57.1%. During the 17th and 18th centuries in the UK, 100 proof corresponded to 57.15%, hence the 100 proof on the label.

### SUNTORY HAKUSHU 1989 TWE 10TH ANNIVERSARY SHERRY CASK

A very special bottling, one of TWE's preferred exclusives. Ever since Japanese whisky landed in the United Kingdom, it immediately attracted the interest of TWE, which instantly made it its own. The inspiration for most of Karuizawa's versions, The Whisky Exchange has taken an active role in promoting Japanese whisky around the world. For this whisky, TWE asked Suntory to experiment with something different: a Hakushu aged in sherry casks. The smoky Hakushu spirit was perfect for aging in ex-sherry casks. TWE therefore asked for an ex-sherry single cask for their celebratory bottling of their tenth anniversary and Suntory accepted, thereby creating its first whisky of this kind.

**Region:** Japan

**Type:** Single malt whisky

**Cask:** Sherry butt

**Vintage:** 1989

**Age:** 20 year old

**Bottling date:** 2009



**Colour:** coffee

**Nose:** it must be approached carefully given the high alcohol content. Rich notes of sherry, raisins, cocoa and a pleasant mix of spices.

**Palate:** liquorice, ripe plum and spices, rich wood notes. Diluting with a little water to reduce the alcohol content allows tropical tones, grapefruit and citrus peel to come through.

**Finish:** long and enveloping, with citrus notes that combine with those that are characteristic of sherry.

**ABV:** 62%



### **GLENFIDDICH 1974 50TH ANNIVERSARY OF THE QUEEN'S CORONATION SHERRY CASK**

Released in 2003, this was one of the first projects that TWE took on with the great distillery, Glenfiddich, the best-selling single malt whisky in the world. TWE was looking for a release fit to celebrate the 50th anniversary of Queen Elizabeth's coronation, something very special. The result was the first bottling of ex-sherry single cask whisky in the 117-year history of the distillery.

This bottling was not easy, so much so that in the end it needed the approval of the company's board of directors to make it possible. Success was immediate and Glenfiddich has since released many more ex-sherry single cask whiskies. Glenfiddich is TWE's major partner for its bottlings.

**Region:** Speyside, Scotland  
**Type:** Single malt Scotch whisky  
**Cask:** Sherry  
**Vintage:** 1974

**Age:** 19 year old  
**Bottling date:** 2003  
**ABV:** 48.9%  
**Tasting notes:** Unavailable

### **ISLE OF JURA 1999 5-YEAR-OLD HEAVILY PEATED**

Another TWE project that was considered rather bold at the time: a very young and peated whisky from a distillery without a noteworthy reputation.

The early 2000s were a time when long-aged whisky ruled the shelves of collectors, before NAS (No Age-Statement) and younger whiskies rose to prominence. In a blind tasting, the tasters thought this was a pungent Islay, rather than something from nearby Jura, better known for being smoother. One sensed that the quality of this 5-year-old whisky contrasted with the belief that older whisky was the best no matter what. But it was a time when drinkers were beginning to rediscover the quality of a younger whisky. This whisky is one of the tastiest and most influential bottles ever released by TWE.

**Region:** Isle of Jura, Scotland  
**Type:** Single malt Scotch whisky  
**Cask:** Unavailable  
**Vintage:** 1999  
**Age:** 5 year old  
**Bottling date:** August 2004  
**ABV:** 60.6%  
**Tasting notes:** Unavailable



# 150 VARNELLI

1868-2018



## SHALL WE MIX?

[www.varnelli.it](http://www.varnelli.it)



YouTube



DRINK RESPONSIBLY



# DRINKING APULIA

A short liquid story from a region rich with treasures – worth discovering and rediscovering

BY FABIO BACCHI

It is Italy's eastern-most region, known for its sky-blue sea and beautiful beaches nestled between cliff-faced spurs along two seas that bathe the longest coastline in Italy.

Apulia's history is told by its castles, coastal watchtowers, noble estates, charming villages and squares – symbols of the dominions that succeeded each other over the centuries – by basilicas, cathedrals and sanctuaries. A history that has its roots in examples of rural architecture, represented by the historic masserie and

trulli like those in Alberobello and the Itria Valley, but also in sun-kissed nature found all over the region, such as in the Gargano National Park and the Murge, in the depths of the marine reserves of the Tremiti Islands and Torre Guaceto. From Gargano to Salento, passing via the Itria Valley and the Ionian coast, the “heel” of Italy has become one of the most sought after and popular tourist destinations in the world.

A land rich in hospitality, in wines that have won over the most choice tables, in cuisine where the most authentic and



**APULIA**  
ON THE  
OPENING PAGE  
BARI-  
LOCOROTONDO.  
AT THE TOP,  
ALBEROBELLO.  
ABOVE,  
FOGGIA-  
GARGANO.

genuine flavours of each ingredient emerge. And also spirits and liqueurs that for centuries have passed on traditions and family rituals.

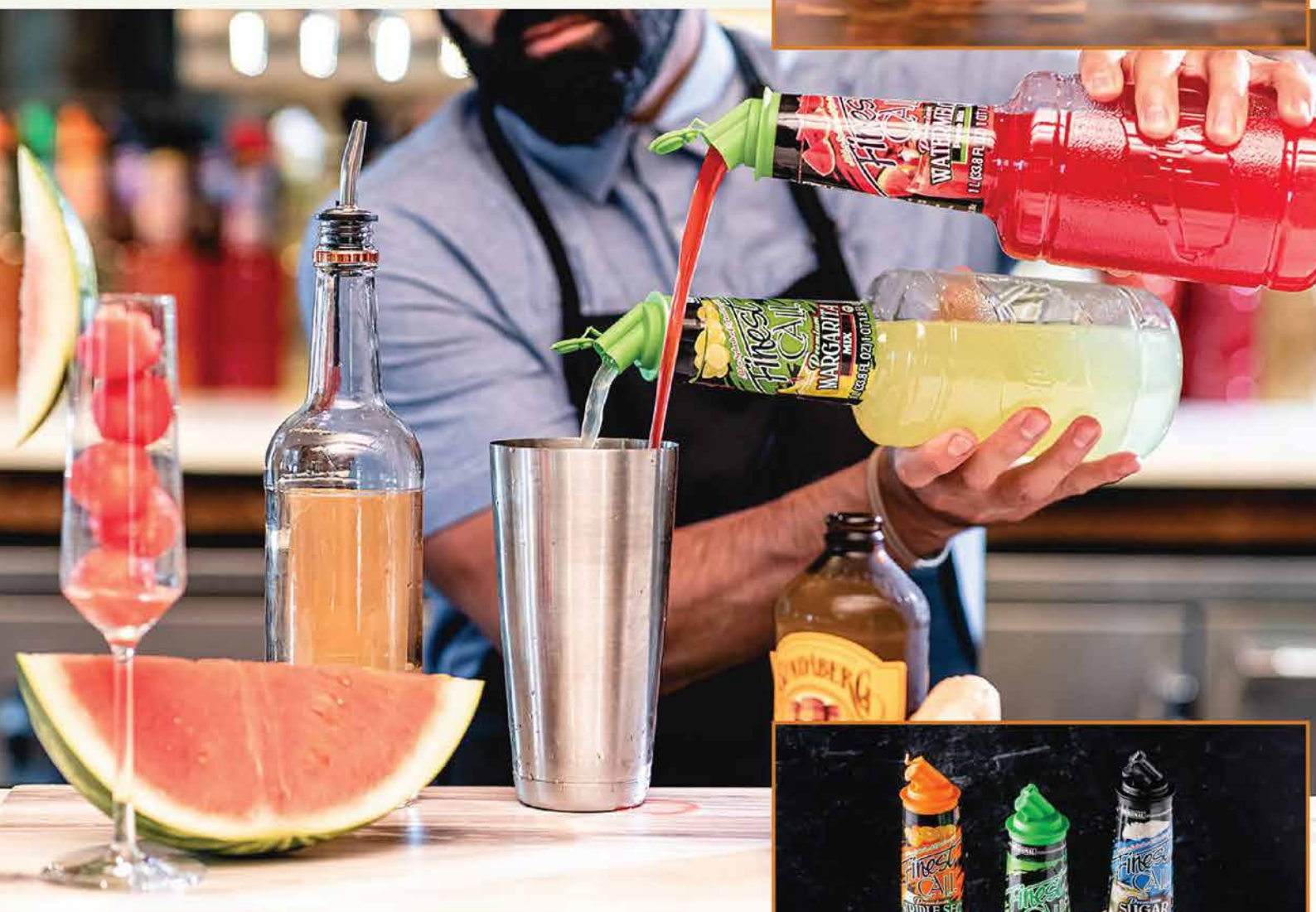
The oldest southern Italian liqueur on the market is from Apulia. The traditional rosolios made from local fruits are specialties of small liqueur producers, a heritage to be guarded because they re-

present an incomparable amalgamation of tradition and experience passed down from generation to generation. There is no shortage of innovative spirits that look to the future without forgetting their origins. All Italy's regions can boast this – which is why Italy can be regarded as one of the major exponents of the liqueur industry in the world. This is also why generations of




# MIXOLOGY MINDED COLLECTION

ADD A SPLASH OF FRUIT TO YOUR COCKTAIL



**FOLLOW ALONG!**

 @FinestCallEU

 @FinestCall\_EU

Visit our new website! [www.finestcall.com](http://www.finestcall.com)



**COCKTAIL PRO**

Download the NEW ABM Cocktail Pro App for more recipes and information

DRINK RESPONSIBLY





bartenders that follow on from each other behind the most prestigious bar counters in the world develop a technical mastery that is without compare. It is the development of a taste for quality that becomes passion and professionalism.

What follows is a small but essential representation of the liquid story of the region.

Some of these liquid treasures are well known, while others, perhaps less so. But this is exactly the reason why “discovering” them is even more exciting. They are products that deserve their spot on the shelves of any type of bar because each of them hides a story worth revealing, an ancient story that is always new when it is told, however. We have done it



before, and will continue to do so for this region and the rest of Italy, because this is the purpose of BarTales – introducing the most splendid exemplars from the Italian spirit industry to the whole world; even those that are lesser known.

**APULIA**  
AT THE TOP,  
BRINDISI-  
OSTUNI. BELOW  
ON THE LEFT,  
TARANTO, ON  
THE RIGHT  
LECCE. ABOVE,  
CASTEL DEL  
MONTE.



## **BORSCHI SAN MARZANO ELISIR RISERVA**

Aging well is not for everyone but with its 181 years of history, Elisir San Marzano Borsci is the oldest southern Italian liqueur on the market. The secret of this liqueur, rooted firstly in the popular tradition of Apulia and then in the rest of Italy, is written in its exotic recipe created by Giuseppe Borsci in 1840 and passed down from father to son.

The story of this liqueur started in the small municipality of S. Marzano di San Giuseppe in Apulia, in the province of Taranto. The liqueur producer perfected an ancient recipe inherited from his ancestors of Caucasian origin and created this delicious amaro. The packaging still bears his signature on the label, the imperial eagle is in memory of the period spent

by the Borsci family in Albania which replaced two ancient sphinxes.

At the start of the millennium, after a long and difficult period that led the Taranto factory into financial difficulty, the Caffo 1915 group decided to take over the property to save the history of the label. Having seen the commercial potential of the brand, the dynamic Calabrian group only needed a few years of careful management and intelligent strategy to bring back a new dawn to the historic product and remind Italians of the unmistakable flavour and versatility of the ingredient.

The 180th anniversary of Elisir Borsci S. Marzano was presented with a commemorative reserve edition that rediscovers the historical recipe and its origins. Elisir Borsci S. Marzano Riserva has an alcohol content of 45%, making it strong, enjoyed



as a meditation liqueur. It is excellent at the end of a meal, perhaps with dark chocolate.

The base ingredient of the original recipe, agricultural rum, is not a feature, but rather the origin of Borsci San Marzano which historically was born as “Rhum di S. Marzano”. Legislation over time turned it first into “Elisir di Rhum” and then “Elisir S. Marzano”. It is not incorrect to say that Elisir San Marzano was the first Italian spiced rum. The agricultural rum used in the recipe is aged for at least eight years in oak barrels. This fine alcoholic base enhances and supports the aroma of the oriental spices it is made of, which includes cinnamon, kola, mauby root, dried cherries, coffee, cocoa and saffron.

This is how Elisir Borsci S. Marzano Riserva presents to the palate with a full

and aromatic flavour that takes it back in time to its original sensations. Elisir Borsci S. Marzano Riserva is certainly an acknowledgement and a tribute to Giuseppe Borsci and his story, but in particular to the late Egidio Borsci (4th generation) who, like a true captain, faced the company’s most difficult years by carrying the brand to that safe harbour represented by Caffo 1915 group.

The bottle is inspired by the original, of which several examples are kept in the distillery museum founded by the Caffo family. The thick, irregular and worn glass of the bottle refers back to the historical edition. The label created by graphic designer Manolito Cortese shows the two sphinxes of the original label, while the letters in calligraphy recall the brand’s exotic nature.



## AMARO MAFFEI

The Murge are reliefs of karst formations found in central Apulia. The term derives from the Latin word “murex” which means “sharp stone”. Making this area of Apulia even more interesting is the Alta Murgia National Park established in 2004. A botanical study conducted on the territory has registered almost 1,500 botanicals in the area, which represent about a quarter of those registered in all of Italy.

Wild fennel stands out in this richness of flora, a plant that is typical of the Me-

diterranean basin and widely used in cooking, traditional medicine and liqueurs. Amaro Maffei was born from this versatile and intensely aromatic plant. Fresh, intense and fragrant, Amaro Maffei has a delicate infusion of wild fennel as its base that releases a purifying and digestive character to the liqueur.

The Amaro Maffei project was born in 2017 in Gravina in Puglia, one of the most important Murgesse centres, by Gaspare Maffei and Vincenzo Carlucci, who had the idea of enhancing and reconsidering the



typical products of the area. As in every Apulian family, the ancestors of the Maffei family also dabbled in home-made liqueurs. Remaining faithful to and without changing the old original recipe that the family used to produce a few dozen bottles to present as gifts to friends and relatives over the Christmas holidays, after various tests the amaro came to life.

The wild fennel typical of the Bari Murgia, which is harvested in only two periods of the year between December and March, is slowly macerated in alcohol for about 30 days. The strong vegetal, fresh and herbaceous flavour of the liqueur is completely natural, obtained without any additives, flavourants or colourants and makes use of the entire plant. Bright green in colour with golden reflections, Amaro Maffei has a strong fresh and intense note on the nose; spices and citrus fruits are found in the mouth on the mid-palate. The warm alcoholic content of 42% enhances the aromatic body of the liqueur

which persists with a long finish and a light flavourful note.

A revelation, Amaro Maffei has already had the opportunity to make itself known abroad by taking part in spirit and liqueur competitions. In 2019 it received the title of best Italian herbal liqueur at the World Liqueur Awards in London, one of the most prestigious international competitions that every year rewards the best in world liqueurs divided into 15 different categories. In the same competition it was awarded for its packaging that is inspired by the original bottle of the time. Confirmation of its quality came with the gold medal in the spirits category at the China Wine and Spirits Awards, an important showcase for its launch on the Chinese market.

Extremely versatile in mixing, its delicate flavour makes it an ingredient that has proved to be very successfully used even in cooking. It best expresses its traits when served chilled.



## LIQUORERIA ESSENTIAE DEL SALENTINO

Another shining example of artisanship, the Liquoreria Essentiae del Salento was founded in 2007 by Emanuele De Gaetani with the aim of producing typical Salento elixirs, strictly observing the traditional recipes and procedures followed since the most faraway times.

We are in Ugento, a strip of land that represents the heel of Italy and where the family restaurant is located. As per tradition, artisanal liqueurs produced with the fruit from the estate's citrus grove were served to customers. The extracts are artisanally prepared using fresh products, with no preservatives, colourants and chemical additives. The cycle of infusions follows the seasonality of the products, which are exclusively from Salento, organic and harvested the day before being infused. These include everything

that the Mediterranean scrub naturally provides: myrtle, strawberry tree, mastic tree, olives, citrus fruits, artichokes, wild fennel, carobs, wild and aromatic herbs and more.

The citrus fruits are peeled manually, infusion takes place in the dark and is filtered by running it through a linen cloth, steps resulting in a high-quality production process. The liqueur factory produces around 10,000 litres of product per year, processing 5,000kg of raw materials. The unused parts of the fruit are converted into citrus jams, fruit and vegetable confections, cooked carob, amaretti and fruit preserved in alcohol.

The range includes as many as 14 products between amari and sweet liqueurs. In the Salento range we find specialties such as Mennula from bitter almonds and cinnamon; Focumene made with habanero chillis, bitter almond and saffron



in pistils; with bay leaves and local herbs, the aromatic Raulu liqueur is produced; the Carosello is made from wild fennel and other Salento herbs. The citrus fruits used to create Limoncello Limonia, and Limes with lime, ginger and mint are widely used. The Italia range includes other liqueurs such as almond liqueur, olive liqueur, laurel liqueur.

In addition to being consumed cold after a meal, these liqueurs with very particular and refined flavour combinations are enhanced in mixing because of their very charged and distinguishing note. But certainly, the most exclusive product is Ulià Gin Mediterraneo which includes in its botanicals cold-infused spices and, a specialty of the region, olive leaves, then diluted with aloe vera, herbal teas and honey and aged for 3 years in olive wood. This gin was born from the inspiration of Emanuele De Gaetani while walking

in the woods collecting pine and juniper twigs for flower arrangements.

In April last year, Ulià introduced itself to an international audience. By participating in the prestigious “The Gin Guide Awards 2020” in London, which presented hundreds of gins from all over the world, Ulià was ranked among the top 6 aged Gins and among the top 8 for packaging. Mahogany in colour, elegant and clear, the 40% ABV of Ulià comes through on the palate reflecting the tone of the juniper, the pleasantness of the aloe and a delicate flavourful note. It is balanced on the nose and has a long finish where a delicate spicy complexity emerges provided by ten botanicals and is persistent with a pleasant retro-nasality.

A very interesting gin for mixing, it also lends itself to meditative consumption with surprising potential in food pairing.



## AMARETTO ADRIATICO

In the heart of the Itria Valley, in Putignano, the home of the oldest carnival in the world, a new liqueur was born. Amaretto Adriatico is a liqueur that without disturbing tradition manages to renew the category with less sweetness and a more floral note. This feature differentiates it from the standardised profile that all amaretti in the world now seem to have.

The creator of Amaretto Adriatico (28% ABV) is Jean-Robert Bellanger, former Italian-French manager specialised in beverage and luxury, who has a sentimental link to Apulia. The inspiration comes from his childhood memories, from his Italian mother who prepared his favourite des-

sert, tiramisù, with two drops of amaretto. The secret of Amaretto Adriatico is one of the most iconic regional specialties, the Apulian almond.

Known for its exceptional flavour, the “Filippo Cea” almond is used within a revolutionary process. The Toritto almond (protected by the Slow Food foundation) is made up of various indigenous cultivars that bear the name of old families from the Toritto area: “Antonio Devito”, “Genco” and “Filippo Cea”. The most famous, as well as the most widespread, is the indigenous cultivar “Filippo Cea”, famous for the sweetness of its seed and its excellent aromatic notes.

Hand-picked in the Apulian countryside, the almonds used for Adriatico are grown by the De Michele family. These are roasted for a long time before being macerated and distilled in a pot still, then combined with the notes of an infusion of vanilla, cinnamon, cocoa and a pinch of coffee. Less cane sugar is used (200g/litre) than in a traditional amaretto (twice less). Finally, a pinch of salt from the Adriatic salt pan of Margherita di Savoia brings to it delicacy and a unique character.

The packaging is extremely sophisticated, a hymn to Apulia, its sea, its colours and its most iconic places, with the colours on the label and the logo that includes two emblematic symbols of Apulia: the trullo of Alberobello and the almond. The cylindrical shape of the bottle is inspired by the medieval architecture of Castel del Monte. Just like in the castle, the golden ratio was used in the design to achieve the so-called “divine” ergonomics.

The mind of the passionate Jean Robert gave birth to the innovation that is Amaretto “Bianco-Crushed Almonds” (16%),





a variant of Amaretto Adriatico with silky accents of almond milk liqueur, not creamy, obtained from a high concentration of white almonds and vanilla flavouring. Amaretto Adriatico was bottled for the first time in 2019 and has already received rewards from the Sip Awards, the IWSC, the San Francisco Spirits Competition and the London Spirit Competition in 2020.

Although very young, Amaretto Adriatico is already found not only in the major Western European markets but also in Asia, Japan and Singapore, where it makes a fine show of itself in the most acclaimed

cocktail bars. The secret of this Amaretto's success is its revolutionary formula, which will soon develop further. In fact, this year a particular release of Amaretto Adriatico will be released, left to age at a depth of 22 meters in the Adriatic Sea.

The silky complexity of Amaretto Adriatico is immediately perceived when tasted neat, but, contrary to the collective imagination of the product category, its revolutionary taste gives new insights into mixing, without being invasive, favouring the balance of ingredients and offering a delicate softness.



## ANTICHI ELIXIR LIQUORIFICIO ARTIGIANALE

Lying on the Adriatic, in its history Molfetta underwent Hellenic, Roman, Gothic, Byzantine, Lombard, Norman, Spanish and French influence. It was precisely under Norman domination that in the year 1000 it became a port of departure for the crusades. Today it continues to be one of the most important maritime centres in Apulia.

In this prosperous town of about 60,000 inhabitants, in 2014 the young entrepreneur Alessio Picca Bartolomeo founded a small liquor factory, Antichi Elixir, whose catchwords are craftsmanship and tradition. Even Alessio's story, like many others, is one perpetuated by sinking its roots in the heritage of ancient family liqueur recipes. They are elixirs that wink at the region they sincerely express. The manually processed fruits, berries and citrus fruits are exclusively local and harvested in season to respect the natural cycles of the year. The raw materials are processed daily strictly with cold maceration in flavourful alcohol, to allow for the extraction of the most volatile aromas to take place slowly but delicately and productively. Decanting is done using the ancient method of linen cloths. It is nature that enters the bottle and then into a glass, leaving no space for preservatives or colourants.

Since so much is done manually, production is unsurprisingly very limited. One of the fruits that nature provides this area is the quince (*Malus Cydonia*). From the nectar of this proud fruit harvested in the mild spring temperatures, a unique and original elixir is produced, Pomus (45%). This digestive fruit liqueur

is dark amber in colour, is bright, intense on the nose, fresh, with the fruity tones of apple. It finishes with notes of liquorice and an exciting softness that comes through even more when served chilled. The balance between sweet and sour is best experienced in the long and persistent finish. Quince nectar is also used in producing Sud (32%), an amaro with tonic and digestive properties, produced by infusion with quince nectar, citrus peel, roots, plants, flowers and spices.

Another typical Apulian regional product is the almond. Amaro 109 takes its name from the number of almonds of the “Filippo Cea” variety used to produce it. Other ingredients are: gentian root, citrus peels, flowers and spices. Known for its excellent flavour, the Toritto almond (protected by the Slow Food foundation) is made up of various indigenous cultivars that bear the name of old families from the area of the municipality of Toritto, including “Antonio Devito”, “Genco” and “Filippo Cea”. The latter is the most renowned, as well as the most widespread, famous for the sweetness of its seeds and excellent aromatic notes. Presented at the Brussels International Competition, Amaro 109 (28%) is intense on the nose, on the palate it has a sweet note, fruity and elegant aromas, with delicate notes of almonds to finish.

Another fruity elixir is Ako (26%), an elegant pomegranate liqueur obtained from a blend of juices from two varieties of pomegranate, the tangy and sweet Wonderful, and Ako, which is very sweet. Bottling of the liqueurs is done entirely by hand, from filling, to labelling, to sealing with wax. These are meditation elixirs, excellent digestives, to be paired with a delicate dessert, and are also

excellent in mixing. A slight change in colour can be caused by the absence of additives, guaranteeing absolute naturalness.





## LIQUORIFICIO FIUME

Fiume is a company from Putignano that for over 50 years has been producing liqueurs and syrups of the highest quality in a small artisan laboratory, thanks to the passion and ingenuity of its founder, Vittorio Fiume. The claim “Tradizione da Bere” (Tradition to Drink) perfectly tells the story and mission of Fiume. The recipes of its products are studied and improved in the research and analysis laboratory, but always in line with the tradition and experience of the liqueur masters.

Latte di Mandorla Fiume, still produced according to the artisanal method and only with 100% Apulian sweet almonds,

knowledgeably combines tradition and innovation. Elisir Dei Trulli is a historic recipe, the oldest of the Fiume liqueur factory. It has a warm and velvety flavour, an intense aroma dominated by the unmistakable notes of chocolate, rum, hazelnut and coffee, which blend in a balance that is perfectly enhanced by the 49% ABV of the recipe. On the palate it is velvety and full-bodied with a rich and persistent finish.

The success of the “Essenze di Puglia” range of liqueurs has crossed regional borders and is explained by their versatility in mixing and neat consumption. In this refined range of liqueurs, Licorice (26%),



an extract of pure Calabrian licorice, stands out, with an intense aroma and a pleasant and persistent aftertaste. Soft and silky on the palate, Licorice can be enjoyed both cold and at room temperature.

Tradition has it that on 24 June, the night of St. John, women would meet under walnut trees to collect the still tender and green hulls. From this mystical harvest a delectable nectar was born, with tonic, stimulating and digestive properties.

Nocino Fiume (40%) is obtained from green walnut husks infused in alcohol with spices for 60 days. The result is an intense liqueur with warm spicy notes.

Caffè Fiume (25%) is the result of an infusion of 100% South American Arabica coffee. Pleasant and balanced, it is

obtained by putting the coffee in alcoholic infusion for about two months.

Cocoa Zen (17%) is a delicious chocolate and ginger liqueur. The invigorating and antioxidant properties of the chocolate combine with the tonic and digestive properties of ginger.

Diamanda (21%) is the brand-new almond milk-based liqueur (100% Apulian sweet almonds) from the same liqueur factory. It is a sweet liqueur with a slightly bitter final note, which makes it unique in its kind. Drunk cold or with ice, it is an excellent base for cocktails.

In this rich and diversified offering we cannot forget some of the most famous Apulian bitters such as Amarum, Biliq and Amaro Pugliese, which are never lacking from cocktail bars throughout the region.



## LIQUORIFICIO ESSENZE DEL GARGANO

There are no citrus fruits on the Adriatic coast, except for the mountain that falls into the sea, the Gargano. The citrus fruits of the promontory are a historical example of agriculture in harmony with nature and the surrounding environment; moreover, the citrus groves of Gargano bear fruit all year round and represent the cultural identity of entire villages: Rodi is the town of lemons, Vico and Ischitella are towns of oranges.

The specialties are well-known: between April and May there are the Durette, in May blond oranges, the Melangolo is a small to medium sized orange, with an intense and shiny red colour, a very thin peel, crunchy pulp and sweet and tangy flavour. The Femminiello del Gargano is harvested all year round and is the oldest lemon variety in Italy and comes in three types.

Towards the end of the 1800s, there were almost 1,000 hectares of citrus groves, but today very little remains.

Fruit is grown on the Gargano on lands called “giardini” (gardens), a unique agricultural landscape. They are almost always built close to the manor houses, surrounded by dry stone walls or reed barriers to protect them from winds and the sea salt. In these areas it is not uncommon to find citrus fruits for sale still wrapped in the typical tissue paper of the past with the producer’s name on it. The municipalities of the Gargano National Park making up most of the yield are Vico del Gargano, Ischitella and Rodi Garganico

It is against this backdrop that in March 2011 the company “Essenze del Gargano” was born in Vico del Gargano. Its founder is a young local entrepreneur, Rocco Afferrante, who decided to pursue local traditions using only hand processed IGP (Indication of Geographic Protection)



citrus fruits of the region. Having about two hectares of land on which 400 citrus trees grew, he decided to turn the fruit into something great; of course liqueurs, but also various jams and preserves. All the liqueurs produced by this very artisanal laboratory are obtained with citrus fruits protected by the Slow Food foundation. They are small but tenaciously productive in *Essenze del Gargano*, with a remarkable range of liqueurs, digestives and creamy liqueurs. Local typicality *Lemonlivo del Gargano* is a digestive liqueur obtained from the infusion of peels of the “*Limone del Gargano IGP*” and olive leaves with a touch of caramel.

*Agrumetto del Gargano* (21%) is a citrus rosolio which includes oranges, lemons and mandarins infused in pure alcohol. Other citrus rosolios are *Limoncino* (30%) from *Femminiello* lemon peels and *Arancino* made from local blond oranges.

Very unique and with a curious name is *Arsenico del Gargano* (*Gargano Arsenic*) (21%). This liqueur is obtained from the infusion of wild plums in alcohol and sugar with the addition of green twigs.

Another feature is *Amarillo* (25%), a liqueur created from an infusion of black cherry leaves with the addition of wine.

Liqueurs that absolutely must be tried in mixing.



## INFUSERIA BRINDISINA

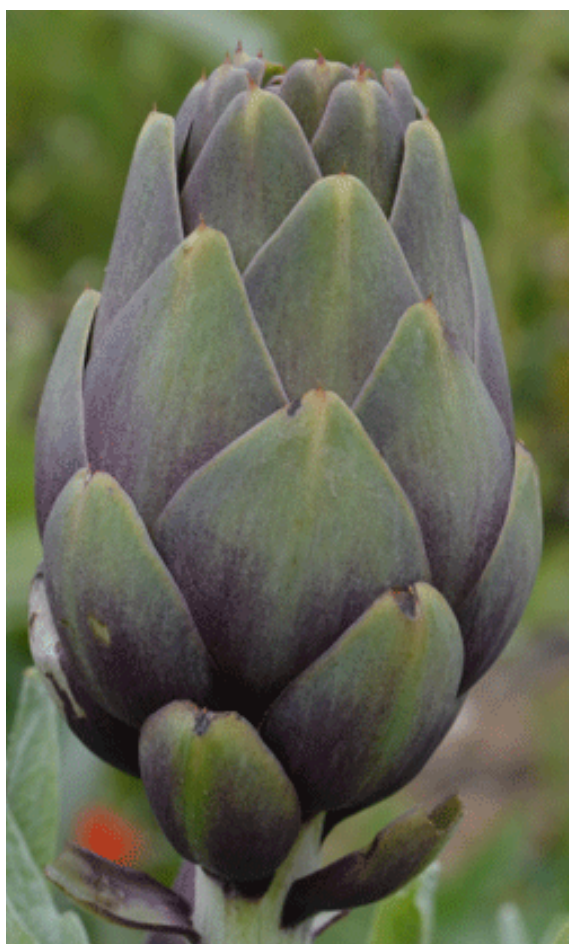
Two friends around the dinner table on a summer's evening. It seems like a story that has already been told but that is just how it went. Two young friends from Brindisi, Fabrizio Di Rienzo and Francesco Lillo, during a dinner that turned out to have a certain romance about it, found themselves discussing an excellence of the region, the artichoke.

This vegetable of the *Cynara cardunculus* subsp. *Scolymus* L. species, which refers to the Brindisino artichoke ecotype is grown in some municipalities in the prov-

ince of Brindisi. As proof of the socio-economic and cultural roots of the artichoke in the area, its origins date back to the 17th century. Its early seasonality allows it to be harvested before artichokes grown in other geographical areas.

Why not make an artichoke-based drink? With financing obtained through a regional tender, PIN, and more granted by the Municipality of Brindisi, the two boys were able to set up a factory in the city, the Infuseria Brindisina, and start experimenting with a truly unique amaro. Two years of work and tests led to the final





formula.

This initiative is the demonstration of a new entrepreneurial class that is young, proactive, in love with their city and above all aware of the potential and talents of the region.

Carduus will be the name of the new amaro. The raw material is the Brindisi artichoke from regenerated cultivar B2, the crops coming from producers who are friends of the two founders. The artichoke is cold infused in pure alcohol with other botanicals including rhubarb. The alcohol content will be between 30% and 35%.

The creation of Carduus is an example of that circular economy that will expand the already wide range of items on the market made with this product. Carduus is expected on the market in July 2021 and we are sure that this new liqueur will know how to make itself noticed and enjoyed.

**Fabio Bacchi**

# QUEEN OF CITRONS

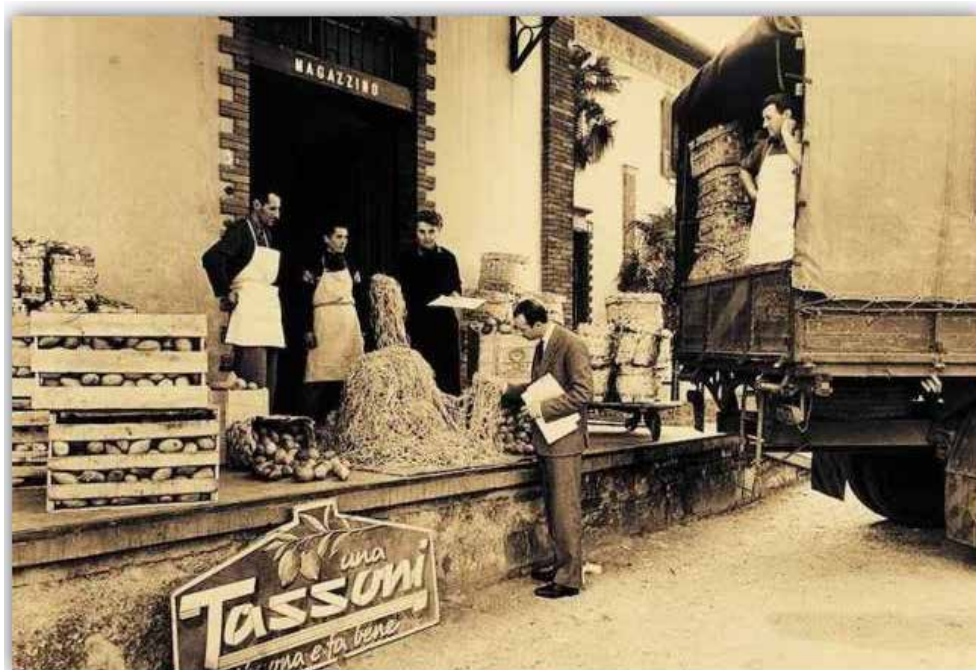
The story of a brand synonymous with the best in Italian tradition for more than two centuries

BY GIULIA ARSELLI

**H**ow does one bring innovation into a 225-year-old family business that links its history to the tradition of distilling hydroalcoholic infusions made from citron? In 2018 the question was posed to Elio Accardo, CEO of Cedral Tassoni since 2015. His answer was and remains exemplary: “Innovating is fundamental, but it must be done very carefully. This company is a jewel, a thread formed into filigree”.

It all started on Lake Garda, in an apothecary laboratory that knew the art of distilling hydroalcoholic infusions made from citron peel.

Historically, farming of citrus fruit on Lake Garda, including citron, dates back to 1300 thanks to the work of Franciscan monks. Geographically we are on the 46th parallel north, on land with ideal growing conditions for this citrus fruit which is the holy fruit of the Hebrew people. After more





than two centuries, the specialties of that traditional outpost continue to delight the palates of connoisseurs.

This story begins in Salò in 1748 as shown in the “Libro della Tassa delle arti liberali e meccaniche nello spettabile Comune di Salò” (Tax book of the liberal and mechanical arts in the esteemed Municipality of Salò). Among the master apothecaries of the time, the sons of Domenico Bondoni, Giovanni and Antonio, were registered. Their property consisted of a house with an apothecary shop in Salò, inherited later in 1786 by granddaughter, Bona Bondoni, wife of Lelio Barbaleni. In 1793 the apothecary officially became a pharmacy, which it continued to be over time.

In the early 1800s the property was owned by Lelio Barbaleni, later passed on to his son Giovanni and in the mid-1800s to granddaughters Lucia and Carolina. A “petition and judicial decree of resolution 12.11.1859” granted the property to Barbieri Antonio and later, in 1868, to Bartolomeo Castelli and to Count Nicola Tassoni of Ferrara. Until that time the shop was still very artisanal in nature.



Only in 1884 and thanks to Paolo Amadei, the new owner, did the dynamic business take an industrial turn.

Paolo Amadei, who came with solid culinary background in Salò, separated distillation from its pharmaceutical production. Amadei was a chemist and all the recipes still produced today are the same ones he developed. The raw material from which the preparations originated was still citron, the first product being Acqua di Tutto Cedro (Full Citron Water), a digestive li-

**CERTIFICATES**  
 TOP LEFT, THE MILAN DIPLOMA, 1881. RIGHT, THE PARIS DIPLOMA, 1900. ABOVE, THE TURIN DIPLOMA, 1898.



**TASSONI**

IN THE PHOTO ABOVE AND ON THE RIGHT, THE FACTORY IN 1900.



queur with moderate alcohol content. This liqueur, once found in all grocers, evokes memories of a far-gone time.

Citron water is obtained from citron by distillation and then dilution. The essence is made soluble in the distillation water thanks to the alcohol, combining the dissolved aromas in both the oily and watery parts. The distillate is then stored under nitrogen. Today the liqueur is frequently used in mixing.

Tassoni products did not fail to receive awards and quality certificates at national and international exhibitions. Immediately after the Great War, in 1921, Dr Paolo Amadei was succeeded by his son. Carlo Amadei led the company through a phase of expansion. A new product was

born, Cedrata Tassoni, a syrup that was immediately loved by the market. This success would make history and become an exemplary model. Meanwhile, Coca-Cola and sodas arrived in Italy and the market changed.

In 1956 a drink derived from that syrup added to water and soda was born: Tassoni Soda, “Ready-made Cedrata in its perfect dose”. The drink destined to achieve unique success, that was non-alcoholic, sparkling, sweet and sour, a light yellow in colour, smelled of the most noble part of the citron - the fruit’s essential oils. It used a few and simple ingredients: water, sugar, carbon dioxide, citric acid, natural aromas of citron, citrus fruits and safflower.



**CITRON**  
 IN THE PHOTO  
 ON THE LEFT,  
 THE  
 "DIAMOND"  
 CITRON.  
 BELOW,  
 THE  
 WRINKLED  
 BOTTLE OF THE  
 TASSONI  
 PACKAGING.

Originally the variety of citron used was *citrus medica*, grown on the shores of Lake Garda. Today citrons of the "diamond" variety are used, grown in Santa Maria del Cedro in Cosenza, Calabria, and processed in the factory.

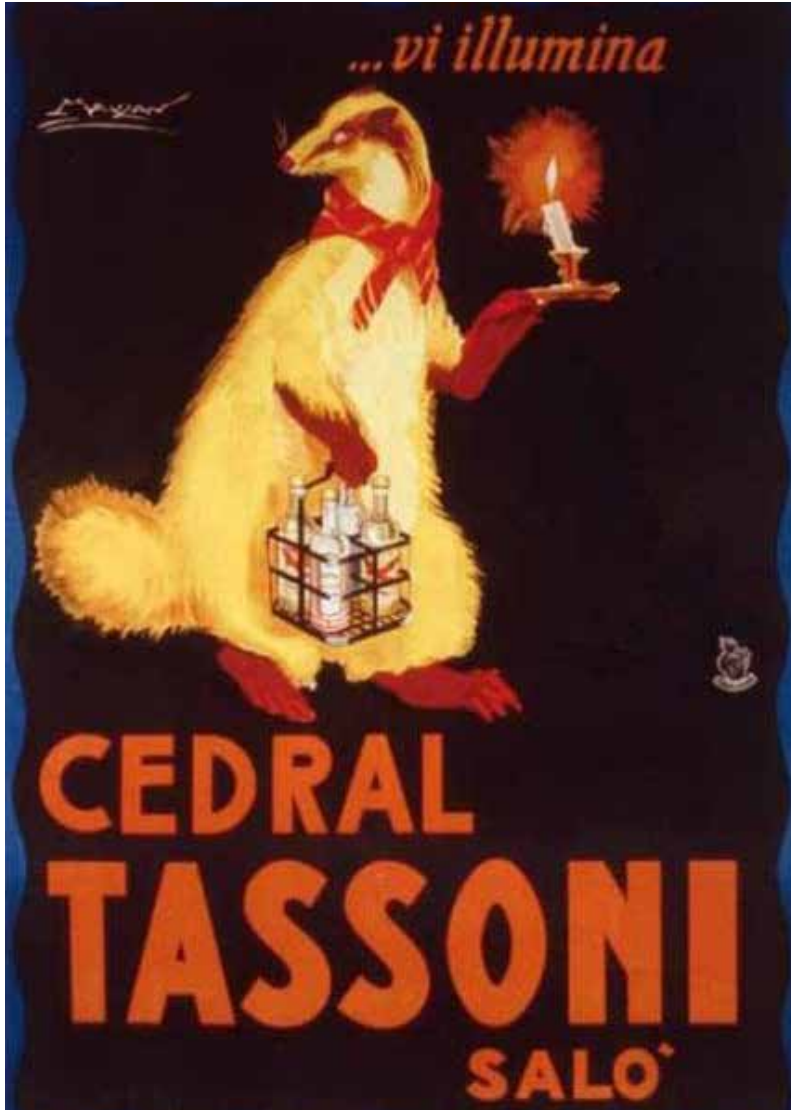
During the 1800s, there were 17 citron groves in Salò, the favourite of the last Tsar of Russia because of their particular flavour. The local terraces were abandoned because in the winter they needed to be protected by windows, a process that of course was not straightforward. Tassoni processes tens of tons of fruit per year; once the citrons are peeled, they are returned to Calabria to be used in confectionery.

The minimalism of Tassoni soda's packaging is a design masterpiece, loved as much by consumers as the product it contains. The 180ml of product is stored in a bottle that is wrinkly to the touch, just like the peel of a citron, and is made of transparent glass so as to enhance the



colour and brightness of the soft drink.

Strictly with no label, also because of its recognisability, initially the logo was imprinted directly on the glass. In the years that followed this minimalism was accentuated; the logo and its ingredients were



shown on the yellow-green crown cap. In 2013 the branding reappeared on the glass, a vintage tribute to the tradition of the famous product. The company understood the impact that emergent advertising would have on modern industry.

Tassoni's advertising history plays out in a beautiful series of advertising posters that symbolise the classic tastes of the 1920s and 30s which, just like those from other historical Italian businesses, today form part of the heritage of collective imagination. Lake Garda, its lemon groves, the wrinkled green citron, are the settings and subjects of many advertising posters from the early 1900s until 1960.

During the 60s and 70s, the enchanting lake became the set of historical advertising films where the voice of an already famous Italian singing star, Mina, was highlighted against the poignant beauty of its localities. The famous television advert sung by Mina in 1982: "How

# Rum Malecon

EL SABOR ALTÍSIMO

¡SUBLIMEMENTE MÍO!



BEVI RESPONSABILMENTE - DRINK RESPONSIBLY

*Producto original de Panamá.*

 @rummalecon



1890



GAMONDI

Vermouth  
of the year

2020



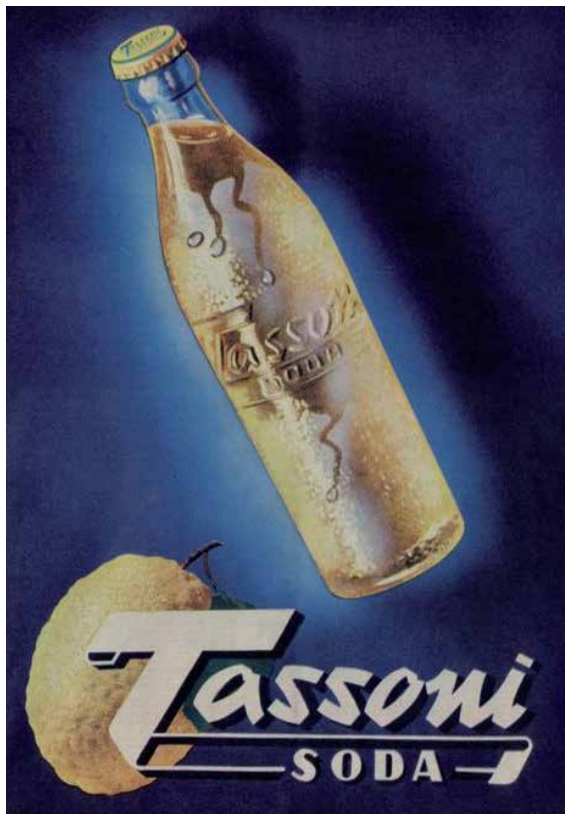
Drink responsibly



GAMONDI.IT







Per la sete di casa bastano due dita di Cedrata **Tassoni**

Bastano due dita di Cedrata Tassoni, ghiaccio e acqua a volontà. Ecco cosa dire da bere ai ragazzi quando hanno sete, cosa offrire agli amici che vogliono a trovarci, cosa bere quando desideriamo qualcosa di diverso, di naturale, di fresco. Bastano due dita di Cedrata Tassoni... e la sete di casa passa dolcemente.

...e al bar

**Tassoni SODA**

la Cedrata già pronta in un dosaggio ideale nella comoda bottiglietta, prende dal cedro tutta la sua forza salutare.

CEDRATA TASSONI, TASSONI SODA: è buona e fa bene.

**Tassoni SODA**

**CEDRATA**

ITALIAN CITRON  
SOFT DRINK

many things in the world do you want to do? Build? Invent? But find a minute for me! For you and your friends ... Tassoni," is still broadcast on national networks today.

With the arrival of new media, Tassoni has always played an important role in communication. In the 90s, the company colours kitted the Carrera Tassoni

cycling team, in whose ranks two world cycling champions such as Marco Pantani and captain Claudio Chiappucci rode. In 1966 Ornella Amadei, Carlo's daughter, took over the reins of the business. The famous Sciroppo di Cedro (citron syrup) and Tassoni Soda became cemented in the market. In 2009, the company baton passed into the hands of Michela Amadei

# Vecchio Amaro del Capo<sup>®</sup>

## RED HOT EDITION



ENJOY IT  
-20°  
FROM THE  
FREEZER

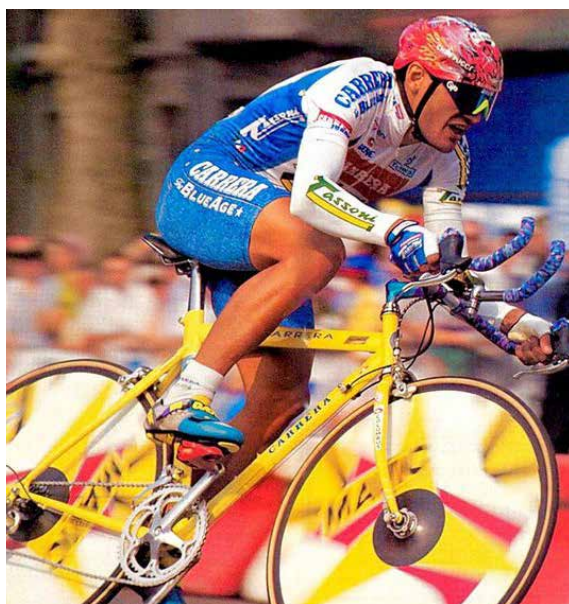


### Spritz Calabro

6 cl Amaro del Capo Red Hot Edition  
1 cl lime juice  
5 cl tonic water "Miracle 1638"  
5 cl Prosecco DOC brut "Mangilli"  
Ice, a lemon zest, a chilli.

Drink responsibly. CaffoStudio

[amarodelcapo.com](http://amarodelcapo.com)



**PROTAGONISTI  
LEAD  
CHARACTERS**  
TOP LEFT,  
CYCLIST  
CLAUDIO  
CHIAPPUCCI,  
ON THE RIGHT,  
MARCO  
PANTANI.  
ABOVE  
MICHELA  
REDINI (IMAGE  
LA  
REPUBBLICA).

Redini, Ornella’s daughter, who passed away in the same year, and Michela extended the company to international markets. In 2014 Tonica Superfine arrived, with its natural quassium aroma, preferred to quinine, and the natural aroma of citron. In 2016 it was the turn of Fior di Sambuco (elderflower) and in 2017 Mirto in Fiore (flowering myrtle): innovative and aromatic soft drinks inspired by flowers to be held in a glass.

In 2015 the packaging for Tassoni Tonica Superfine won the Brand Identity Gran Prix, in the beverage packaging category. Agency Hub09, which revisited the Tonica Superfine label, drew inspiration from an old Anisette Superfine label – an aniseed

liqueur from the 1930s – which had been stored and found again in the Tassoni archives.

Today, Cedral Tassoni is one of the excellences that is Made in Italy. Total control of the production chain, from selection of the fruit to preparing the aromas, to the bottling of the finished product, represents a quality guarantee that is constantly appreciated by generations of consumers. If you happen to be in Salò, be sure to visit the company premises which is set up as a house open to guests. Time passes, but the iconic bottle of Cedrata continues to be the ambassador of more than two centuries of Italian tradition.

**Giulia Arseli**

# THE ENJOYABLE “ARTISAN”

## Rediscovery of the sparkling red A little rock and a little pop

BY VALENTINA RIZZI

**A**wine to be rediscovered, one that is considered an artisan wine. A wine that is not too sparkling, nor clear, with intense aromas, is rough and acidic, a wine that was not very enjoyable nor elegant. Few talk about it precisely for this reason. But the market is changing, the years pass and technology evolves. This is a product that undoubtedly

cannot be compared to the great sparkling wines, but in its small way, it has an important role to play.

During the 1960s production of Lambrusco grew exponentially, thanks especially to exports. For the most part, demand stemmed from the American market which declared Lambrusco to be the most famous sparkling red wine in the world.

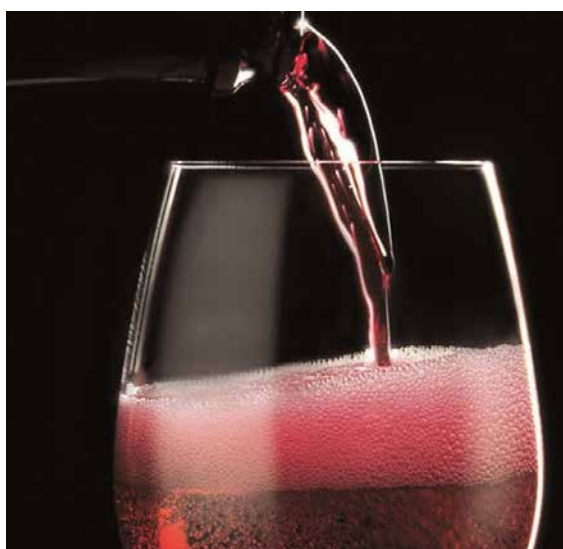




Behind such success is a story that spans decades. Discredited over time, Lambrusco was however able to maintain its popularity behind the scenes.

It is difficult to establish an exact date when this vine was first grown. We know that Lambrusco is a word of Latin origin - from “Labrum” (edge) and “Rescum” (spontaneous plant) - indicating how this vine grows spontaneously along the perimeter of fields. The first real references date back to ancient times when the words “Vitis Labrusca” were mentioned in Virgil’s fifth Eclogue, in *De Agri Cultura* by Cato the Elder and in *Naturalis Historia* by Pliny the Elder. Other mentions came later with Pietro de’ Crescenzi (a Bolognese writer and agronomist), who in his agricultural treatise of 1305 suggested considering vines with red grapes. Writings on red grapes increased year by year, proof that they were seen as important both from a cultural and agricultural point of view.

The turning point came in the 1800s when an exhaustive classification of all the varieties of Lambrusco was written.



This was thanks to Francesco Agazzotti, who in 1867 distinguished “Lambrusco di Sorbara” (or ‘della Viola’) from “Lambrusco Salamino di Santa Croce” and “Lambrusco Grasparossa di Castelvetro”. These were to become the three major and most widespread varieties in the Emilian countryside from which many different types of Lambrusco developed.

The production area extends across the entire province of Modena and Reggio Emilia, and in Lombardy in the province of Mantua. In total, 8,000 hectares are

**LUXARDO**

**ORIGINALE**  
**SINCE 1821**



**LUXARDO.IT**

f @ in  
@ LUXARDOOFFICIAL  
# WEARELUXARDO

DRINK RESPONSIBLY

est.  
**1821**  
*Girolamo Luxardo*

used to produce the three main types. One hundred years later in 1970, the “Lambrusco di Sorbara”, “Salamino di Santa Croce” and “Grasparossa di Castelvetro” obtained their DOP (Protected Designation of Origin).

Lambrusco means “red sparkling wine”, or a wine that contains a certain quantity of “bubbles” and a certain percentage of carbon dioxide. More specifically, it is a wine with a maximum pressure of 2.5 atm, unlike spumante (Italian sparkling wine) which has a minimum of 3 atm.

There are three types of winemaking processes to produce Lambrusco:

**Refermentation in the bottle.** In ancient times, after the first fermentation and subsequent filtrations, cellarmen made use of the high winter temperature range to stop fermentation and start it again the following spring when refermentation took place after bottling.

**Classic method (or Champenois).** This follows the same steps as the ancient method described above, but integrates certain more complex phases. It requires that the must ferment with selected yeasts (*Saccharomyces Bayanus*) and that it is left in contact with these for several months to release the full bouquet of perfumes and aromas. The (sugar-rich) wine obtained is then filtered, rested in casks or steel containers until bottling, which takes place in the first months of the year following the harvest. Refermentation occurs in the bottle, which means that residual sugars turn into alcohol and carbon dioxide dissolved in the wine. The bottled wine thus undergoes “remuage”, the process whereby bottles are turned upside down by turning the bottle by one-quarter every day. The fermenting



10<sup>a</sup> EDIZIONE CONCORSO ENOLOGICO  
"Matilde di Canossa - Terre di Lambrusco"



# LAMBRUSCO AWARDS



deposits are removed through a process called “degorgement” that is typical of classic sparkling wines. The bottle is topped up with the same wine and sealed with specific cork stoppers.

**Charmat method.** This method is used for 95% of all Lambrusco produced. It consists in placing the wine obtained from fermentation in steel containers (autoclaves), where, by adding sweet filtrate or concentrated must exclusively from Lambrusco grapes, refermentation is achieved thanks to controlled temperatures.

## WINES

MEDICI ERMETE  
ESTATES.  
BELOW, A  
BOTTLE OF  
"CONCERTO".



The choice of method depends on the type of grape used. Not all grapes are ideal for refermentation, in fact. The choice of grapes for the base wine is fundamental if one wants to obtain a sparkling wine with very specific characteristics.

The technological revolution of the 1980s drastically changed both the wine itself, as well as the vineyards in the Lambrusco district (now mechanisable) to the advantage of the inherent quality of the grapes enhanced by the cellars. In this way, Lambrusco became not just an

ordinary sparkling red wine, but its identity was enriched in a modern and original way thereby enthusing the consumer.

In conjunction with quality, the development of certification systems and protection was launched with the birth of consortiums: in 1961 the Modena Protection Consortium was formed, in 1962 the voluntary Protection Consortium for protecting the typical Lambrusco Reggiano wine, between 1970 and 1971, the Lambruschi of Modena and Reggio Emilia received DOC classification and





the two Protection Consortiums started protecting the identity of the wine.

Along with the producers, today the consortiums are the keepers of the authentic image of modern Lambrusco and its tradition. Every year in Reggio Emilia the Lambrusco Awards, the final leg of the Matilde di Canossa wine competition, award the best Lambruschi. At the end of 2019, nine labels were awarded that represented all the Lambrusco production areas, from Modena, to Reggio Emilia and Parma, finishing off in Mantua. By way of mentioning a few, we start with the Medici Ermete family.

A producer of Lambrusco for over a century, it was awarded the gold medal for its famous “Concerto” wine. Owing 75 hectares of vineyards scattered among the most celebrated areas in Emilia-Ro-



**PRODUCERS**  
ABOVE,  
ALBERTO  
MEDICI. AT THE  
TOP, THE  
MEDICI ERMETE  
CELLAR.

magna, the family has reached its fifth generation of producers and growers. Its winning philosophy has been rigorous selection of grapes to the detriment of yield per hectare, however guaranteeing superior quality.



**SANTA CROCE**  
AT THE TOP,  
SANTA CROCE  
CELLAR IN  
1931. ABOVE A  
HISTORICAL  
IMAGE OF THE  
CELLAR.

**Lambrusco Reggiano Frizzante Secco DOC – “Concerto” 2017**

The most famous of the Emilian Lambruschi. It is produced with the major variety of the area: the “Salamino”.

**Grapes:** 100% Lambrusco Salamino

**Denomination:** Reggiano DOC

**Alcohol content:** 11.5%

**Colour:** bright and intense ruby red

**Aroma:** fruity aromas tending towards red fruit

**Flavour:** dry with acidic notes that are well-balanced by its smoothness and roundness. Its finish is fresh and lively, making it pleasantly harmonious.

Another label certainly worth mentioning is “Cantina di Santa Croce”, one of the cellars playing an important role in the history of Lambrusco with over 100 years of winemaking. It was born in 1907 as an association of producers from the Salamino grape area. It currently counts 250 partners and produces 1,600 tons of grapes per year. It is recognised in the winemaking world as a major source of production, built on solid foundations between the various producers of the



area. This is Santa Croce, a district of Carpi in the province of Modena, symbol of Lambrusco Salamino cultivation, around which a strong identity has been built since in these areas the vine expresses itself to the fullest.

**Lambrusco Salamino di Santa Croce Secco DOP**

Wine obtained by fermentation on skins with cold maceration.

**Grapes:** 100% Lambrusco Salamino

**Denomination:** Santa Croce DOP

**Alcohol content:** 11%

**Colour:** bright and intense ruby red

**Aroma:** characteristic fruity notes recalling red fruit, cherries, black cherries and plums

**Flavour:** dry, intense, flavourful and vinous.

This all indicates that Lambrusco is no longer an artisan wine consumed only by our grandparents. In its three varieties, Lambrusco accompanies, follows and enhances every slightest change in taste, each subtle variation in flavour. Thanks to its pronounced aromatic note, high acidi-



ty, lightness, and liveliness, Lambrusco di Sorbara, is ideal for a light-hearted toast.

Lambrusco Grasparossa di Castelvetro, which is fuller and more intense, goes well with bolder and stronger flavours. Lambrusco Salamino di Santa Croce, with its particular fragrance, vinous flavour and good texture, is ideal for accompanying dishes full of Emilian tradition.

Lambrusco is one of the most prestigious ambassadors of Emilia Romagna in the world.

**Valentina Rizzi**

# ALPESTRE

A symphony of 34 herbs.



Drink responsibly

*Just relax and enjoy the extraordinary symphony of flavour  
in a glass of Alpestre, brought to you by an orchestra of 34 medicinal herbs,  
blended and aged in oak casks from an ancient recipe.  
A small sip of this distilled spirit will delight both your heart and mind.*

**alpestre.it**

Distributed by: OnestiGroup S.p.A.