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LUXARDO & ANCHOR DISTILLING COMPANY BRING THE ITALIAN APERITIVO TRADITION TO US MARKET

(SAN FRANCISCO, May 14, 2013) – [Luxardo](#), in partnership with [Anchor Distilling Company](#), is excited to introduce Luxardo Aperitivo to its family of quintessential Italian liqueurs. Proving again that Luxardo is “more than maraschino,” this new addition establishes the Italian *Aperitivo* tradition in the U.S. with a light bittersweet liqueur that bears the same name as the Italian cocktail custom.

Traditionally in Italy, an aperitivo is served prior to a meal to stimulate one’s appetite; however, it has come to signify more than a beverage, it is an occasion. In Padua, located near the Luxardo Distillery, this affair occurs in the late afternoon when family, friends, and coworkers gather in outdoor cafes in the Piazza delle Erbe to enjoy conversation, a pre-dinner bite, and light refreshing cocktails.

Luxardo Aperitivo (11% ABV, 750 mL, SRP \$19.99) expresses the rich aperitivo tradition for which it was named. This amari, or liqueur category of Italian bitters, is a well-balanced infusion of herbs, roots & citrus. The mild alcohol content & bitter orange flavor offers an ideal complement to several fruit juices, wines and Prosecco. The favorite Italian cocktail is the Spritz, or the mix of Prosecco and Luxardo Aperitivo.

“Light pre-dinner cocktails, like the Spritz, have been popular in our home town of Padua since the 1950s, and we wanted to create a product that celebrates that tradition,” said the Luxardo export manager, Matteo Luxardo. “Aperitivo offers a taste of Italy.”

David King, president of Anchor Distilling Company, added, “Luxardo Aperitivo is a sophisticated, but highly practical way to highlight classic Mediterranean flavors and to enliven those festive bubbles which we all enjoy. Additionally, Luxardo Aperitivo offers a tremendous creative springboard for bartenders to create a modern take on a classic cocktail.”

Producing liqueurs with same passion and craftsmanship since their founding six generations ago, the Luxardo family continues to expand their diverse portfolio beyond the flagship Maraschino Liqueur. Luxardo Aperitivo is available nationwide; for more information, please visit, www.AnchorDistilling.com/brands/luxardo.

Luxardo Aperitivo Cocktails

Aperitivo Spritz

3oz prosecco
2oz Luxardo Aperitivo
splash Sparkling water

Build over ice, stir lightly, and garnish with an orange & Luxardo Maraschino Cherry.

Citrus Quo (created by Francesco Lafranconi)

1.5oz No. 3 London Dry Gin
.5oz Luxardo Limoncello
.5oz Luxardo Aperitivo
3oz tonic water

Build over ice in a rocks glass, stir, and garnish with a grapefruit twist.

About Anchor Distilling Company:

Anchor Distilling Company aims to provide the bridge between discerning buyers and the world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with more than 300 specialty products from nearly 20 countries. All products are from multigenerational, family-owned companies and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor is dedicated to creating very small batches of traditionally distilled spirits. For more information, please visit www.AnchorDistilling.com.

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