



Media Contacts:

Tori Katz, Wagstaff Worldwide
tkatz@wagstaffworldwide.com, 212.227.7575, ext. 322

Liz Brusca, Anchor Distilling Company
lbrusca@anchorsf.com, 415.863.8350

FOR IMMEDIATE RELEASE:

LUXARDO MARASCHINO LIQUEUR RELEASED IN HALF-BOTTLE SIZE

A home bar necessity

An essential ingredient in classic cocktails

Based on an original family recipe from 1821



(SAN FRANCISCO, May 27, 2015)–Nearly 195 years after introducing its signature **Luxardo Maraschino Liqueur**, the [Luxardo](#) family, Italy’s premier liqueur producer offers the essential ingredient in classic cocktails such as the Last Word, the Martinez, the Aviation, and the Hemingway Daiquiri, in a half size (375mL) bottle; the perfect size for the home bar.

Luxardo Maraschino Liqueur, which takes four years to produce, is one of few liqueurs produced through distillation – a recipe that has not changed since its creation in 1821. Made from the Luxardo marasca cherry, a sour cherry variety cultivated exclusively by the Luxardo family in the orchards on the Euganean Hills in the Veneto region of Italy, the distillate matures in Finnish ash vats – a wood that does not lend color, even after a year of maturing; the spirit is then diluted and sugared. The resulting clear liqueur has an intense aroma and a smooth, strong flavor of marasca cherries. Each patented, straw-plaited bottle is hand-wrapped, a Venetian method originally used for transporting bottles during sea travel to avoid breakage.

“Luxardo Maraschino Liqueur is the maraschino of choice for the world’s best bartenders and one of the only ingredients to remain unchanged in classic cocktails of the 19th and early 20th century,” says Matteo Luxardo, export director and sixth generation of the Luxardo family.

Luxardo Maraschino Liqueur

(32% ABV; 375ml; \$19.99 SRP)

- COLOR: Clear
- AROMA: A pleasant aroma with herbaceous cherry notes on the nose.
- FLAVOR: A liqueur with intense flavor of marasca cherries balanced with a sweet floral bouquet finish.
- PACKAGE: Patented round, green glass bottle, with a red capsule and hand wrapped with straw. The label includes some of the many medals won in international competitions from the mid-19th century to the present.

For more information on Luxardo, visit AnchorDistilling.com or email info@anchorsf.com. Follow Luxardo on Twitter and Instagram @LuxardoUSA or on Facebook at Facebook.com/LuxardoUSA. To discover the entire portfolio of Luxardo products, visit the [More Than Maraschino](#) Channel on The Small Screen Network.

###

About Anchor Distilling Company

Named the 2015 Icons of Whisky Importer of the Year by *Whisky Magazine*, Anchor Distilling Company aims to provide the bridge between discerning buyers and world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with over 300 specialty products from nearly 23 countries. Our products are from multigenerational family-owned companies, and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor Distilling is dedicated to creating very small batches of traditionally distilled spirits. www.AnchorDistilling.com