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FOR IMMEDIATE RELEASE:

LUXARDO BRINGS BACK BITTER BIANCO

First, Clear, Distilled Italian Bitter in the United States

Inspired by an original Luxardo family recipe from the 1930s

An essential ingredient in a Bianco Negroni



(SAN FRANCISCO, October 4, 2016) – Since 1821, [Luxardo](#), Italy’s premier liqueur producer has been at the forefront of bringing bitter aperitivos to the United States. Continuing with that tradition, Luxardo, imported by [Anchor Distilling](#), is bringing the first, white Italian Bitter to the United States – **Luxardo Bitter Bianco** – available in select markets for \$26.99, beginning October 2016.

First created by the Luxardo family in the 1930s, Luxardo Bitter Bianco is produced from a distilled infusion of bitter herbs and aromatic plants, such as rhubarb, thyme and bitter orange. The Luxardo family revived the product and improved the production techniques to create a clear expression of bitter with no artificial coloring, featuring the same herbs as the Luxardo Bitter Rosso. Unlike Luxardo’s traditional Rosso, which is produced through maceration at 50 proof, Luxardo Bitter Bianco is produced through distillation resulting at 60 proof. The higher proof, with the addition of wormwood, provides a lingering bitter finish.

“For the past 18 years, I have worked with my family to help the distillery evolve into the future, including the development of new liqueurs in the portfolio,” says Matteo Luxardo, export director and sixth generation of the Luxardo family. “Luxardo Bitter Bianco is unlike any other bitter product available in the United States and it offers more flexibility with cocktail color, because it has no artificial coloring. It is enjoyed in Italy as the main ingredient for a White Negroni, Bitter Bianco and Soda, or a White Spritz garnished with a slice of grapefruit or lemon, like our classic Luxardo Bitter and Luxardo Aperitivo.”

Luxardo Bitter Bianco

(30% ABV; 750ml; \$26.99 SRP)

COLOR: Clear and colorless

AROMA: Bitter orange zest

FLAVOR: Bold flavors of wormwood, gentian and rhubarb are balanced by a touch of sweetness, before a lingering bitter finish

As American drinkers continue to adopt the Italian aperitivo culture, bartenders are eagerly experimenting with Luxardo Bitter Bianco. Here are six drinks that showcase what the white bitter is capable of in mixology (photos and recipes available by request):

Bianco Negroni

Luxardo Bitter Bianco, Tempus Fugit Vermouth Bianco, Junipero Gin

Created by Anchor Distilling Company

You're Bitter Than That

Luxardo Bitter Bianco, Blanco Tequila, Luxardo Sangue Morlacco, fresh lime juice, simple syrup

Created by Kevin Mabry, Capo, Boston, MA

Palermo Breeze

Luxardo Bitter Bianco, Velvet Falernum, lime, passion fruit syrup, sparkling rose, basil and lime flower garnish

Created by Lainey Collum, Arthur Avenue, Houston, TX

Fourth Generation

Luxardo Bitter Bianco, Luxardo Espresso, Amaras Mezcal, salted chocolate bitters

Created by Ken Luciano, The Forgery, San Francisco, CA

#106 Cocktail

Luxardo Bitter Bianco, Chinaco Tequila Blanco, pear syrup (pear sage, white pepper, star anise), lemon juice, gray sea salt

Created by Chelsea Little, Olive & Oak, St. Louis, MO

Bianco Americano

Luxardo Bitter Bianco, Tempus Fugit Kina, Junipero Gin, grapefruit sparkling water, grapefruit twist and thyme

Created by Matt Grippo, Blackbird, San Francisco, CA

For more information, 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.

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About Luxardo

LUXARDO® is Italy's premier liqueur producer, creating essential ingredients for modern and classic cocktails. Founded in 1821 by Girolamo Luxardo, the company is still family-owned and managed by the sixth generation of the Luxardo Family. Based in Torreglia, located in the Veneto Region in northeastern Italy, the Luxardo Family cultivates around 30,000 of their exclusive Marasca Cherry trees, a proprietary varietal of sour cherries. For more information, please visit <http://www.anchordistilling.com/brands/luxardo>.

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