



CENTERBA 72 HERBAL DIGESTIVO

Enrico Toro DC

90 POINTS *Ultimate Spirits Challenge 2016*

SILVER *WSWA 2016*

BRAND OVERVIEW

In the early 1800's, Beniamino Toro Sr. moved to Tocco da Casauria, a commune in Abruzzo. Beniamino discovered a local herbal elixir dating back to the Benedictine Friars who built the San Clemente at Casuria Abbey in 1100.

In 1817, Centerba Toro was born. This sophisticated liqueur is made from the alchemy of wild and naturally grown herbs selected and picked by experts at the slopes of the Maiella, Abruzzese Mountain.

Beniamino opened a pharmacy in the late 1800's and commercialized his prized Centerba, which was known as a homemade product until this time.

Overtime, the monasteries lost their notoriety for the elixir remained a staple in the Casauria community.

Centerba largely rose to fame during the cholera epidemic of the late 19th century in Naples. It was said every evening there were well-supplied wagons of Centerba bottles heading for the Neapolitan capital. The herbs for this spirit are well known for their restorative and healing properties.

Since then, Tocco da Casauria has been associated with Centerba, the perfect name derived from "Centum Herborum," or in dialect "Cianterba."

1972 marked the year Enrico Toro and his father, Roberto, built a distillery to keep up with market demands of their ancestral herbal liquor, Centerba. Thus, the family rebranded Centerba Toro as Centerba 72.



Centerba is nearly 140-proof, making it a **most provocative** winter warmer for both head and belly.

PRODUCT OVERVIEW

A 200 year-old secret formula that recalls the beauty of the green Abruzzese mountains. Centerba 72, produced by the father and son duo in 1972, has a variation of 2 elements compared to the originating Centerba Toro recipe. It is said to be superior to the original Toro formula.

✶ TASTING NOTES

- Herbal aromas of oregano, thyme, and pinesap
- Initial light mouthfeel, then a slightly hot and prickly assertion of spearmint
- Peppermint and licorice combine with a tingling spice for a momentary flash
- Pine needle fades into a long, dry and spicy finish

🍷 SERVING RECOMMENDATIONS

- Traditional serve as a digestif
- Excellent in cooking pasta or fish
- Elevate Risotto by adding 1/3c Centerba to the final cup of stock
- Pairs well with coffee and bitter chocolate

★ PRODUCTION PROCESS

STEEPED IN PROPRIETARY ORDER,
HERB COMBINATIONS

Sugar Beet Alcohol + 100 Herbs

Powerful, Herbal Digestivo

THE AROMATIC HERBS ARE HAND-
PICKED FROM THE LOCAL MOUNTAINS

70%
ALC/VOL

750mL
BOTTLE



ORIGIN

PRICE



FULL PRODUCT LINE

