



AMARO 72

Enrico Toro

90 Points, Wine Enthusiast 2023

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 200 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, but it remained a staple in the Casauria community.

1972 marked the year Enrico Toro and his father, Roberto, built a distillery to keep up with market demands of their ancestral herbal liquor. Thus, the family rebranded Centerba Toro as Centerba 72. Centerba 72 has a variation of 2 elements compared to the originating Centerba Toro recipe and it is said to be superior to the original formula. Being 140-proof, it is a most provocative winter warmer for both head and belly.

Amaro 72 is a liqueur with perfect balance: neither too bitter nor too sweet.

With the addition of Centerba 72 herbs, Centerba Toro is present throughout giving Amaro 72 an intense and unmistakable bitter quality.



THE OLDEST DIGESTIVO IN ABRUZZO

PRODUCT OVERVIEW



TASTING NOTES

- Powerful entry of fresh herbs and clove
- Round mid-palate showing sweet characters of cooked spice
- Delightful, fresh mint finish



SERVING RECOMMENDATIONS

- Aperitivo or digestivo
- Neat at room temperature
- On the rocks



PRODUCTION PROCESS

[Sugar Beet Alcohol + Centerba Herbs + Spices + Bitters] 30 X Days + Sugar = Enrico Toro Amaro 72

27% ALC/VOL 700mL BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



FULL PRODUCT LINE

