

## 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.

In the Abruzzo region, there is the tradition to mix together Sambuca (anise based liqueur) and Centerba. As such, it was natural for the Enrico Toro Casauria Distillery to create a liqueur. Centuca 72 was the result and is a perfect balance between the unmistakable taste of "Centerba Toro" with a touch of the classic, Italian Sambuca.



## THE OLDEST DIGESTIVO IN ABRUZZO

## PRODUCT OVERVIEW

### TASTING NOTES

- Velvet mouthfeel with slight oily consistency
- Intense yet delicate flavors with low and strong gradations
- Herbal characteristics compliment and balance anise
- Finishes dry and fresh

### SERVING RECOMMENDATIONS

- Neat as a digestivo
- With a coffee bean in a small glass

### PRODUCTION PROCESS



38%  
ALC/VOL

750mL  
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



## FULL PRODUCT LINE

