



GENZIANA 72

Enrico Toro

94 POINTS - GOLD, Beverage Testing Institute 2022

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.

Genziana 72 follows suit in the company's tradition containing gentian gathered from the Apennine Mountains and rhubarb gathered in the Italian Alps; both mountain ranges going through the Abruzzo region. This expression features a particularly bitter, yet floral brightness from gentian root and rhubarb stalk. The bitter-sweet tasting liqueur is amber in color. It is particularly appropriate to be served at the end of a meal for its digestive properties.

The basis of Genziana 72 liqueur is the extraction of the ingredients obtained in an alcohol tincture through a cold infusion. The ingredients are meticulously selected and processed to make the extraction of the natural properties more potent and highlight the earthy flavors of the gentian and the round mouthfeel of the rhubarb.



THE OLDEST DIGESTIVO IN ABRUZZO

PRODUCT OVERVIEW

TASTING NOTES

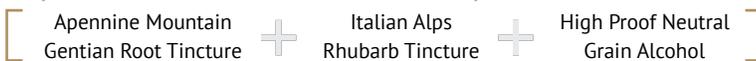
- Bittersweet amaro
- Floral brightness from gentian root complimented by the roundness of the rhubarb
- Lemon pith with honey-like sweetness
- Deep, herbaceous flavors from the infusion process

SERVING RECOMMENDATIONS

- Neat for post meal digestivo
- Bittering agent for cocktails with unaged spirits
- White Negorni variation
- Pairs well with ginger and citrus

PRODUCTION PROCESS

TINCTURES MADE BY COLD INFUSION FOR A PROPRIETARY DURATION



25% **700mL**
ALC/VOL BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



FULL PRODUCT LINE

