

CASAMARA CLUB

‘Drink of the Week’ -Imbibe

‘Offers an intriguing botanical profile while the low sugar makes them crisp and crushable.’ -Imbibe

‘Superb, botanical, non-alcoholic beverages!’ -bon appétit

Year Founded: 2017

Region: Detroit

Owner: Jason Lavalla

Known For: Making booze-free soft drinks made with bitters in the style of an Italian digestive (an after-dinner drink) called amaro.

Fun Fact: Real botanicals, No artificial sweeteners. Mellow bubbles. Always alcohol free.

-All Natural Ingredients-

Inspired by classic Italian bitters and sodas, Detroit-based makers Casamara Club created a line of booze-free, sparkling botanical beverages. Dubbed “amaro soft drinks,” the Casamara Club lineup features flavored sodas infused with an array of herbs and spices, such as juniper berry, allspice, sage, cardamom, and anise. Each flavor also gets a boost of lemon juice, demerara cane sugar or honey, and sea salt to bring it all into balance. Jason grew up in New England, spent time in Brooklyn, and moved to Detroit to start Casamara Club in 2017, when he realized that soft drinks rarely delighted or surprised in the way a great craft beer, natural wine, or spirits drink could. Jason's partner, Erica Johnson, grew up in the Bay Area, and



lives in Brooklyn. She joined Casamara Club in 2019 to bring people closer to their food and to each other. "Natural flavors are great if you want something cheap, highly replicable, and broadly appealing. Natural flavors always start with a pure extract as their base, before adding in less costly chemical byproducts from plants, animals, and "natural" lab processes. The goal is to make something less expensive, of course, but also to tweak the chemistry of a particular flavor towards a market-tested, focus-grouped ideal of what it ought to taste like, in a way that won't change over time. We prefer pure botanical extracts because they taste more alive, more vibrant, and more delicious. This means our flavors are ephemeral, and continue to evolve and deepen after bottling. You might even notice minor variations from batch to batch, and we hope that you do. Real, farmed botanicals are not the same every time. The menus at our favorite restaurants are not the same every time. Why should our drinks be any different?"

Ingredients: Sparkling Water, Lemon Juice, Demerara Cane Sugar, and Extracts of Italian Chinotto, Juniper Berry, Orris Root, Mandarin Orange, Allspice Berry, Clove Bud, and Anise, with Mediterranean Sea Salt.



ALTA

Alta, the Aperitivo leisure soda.

A spritzy, alcohol free take on the quintessential Italian aperitif, the Negroni. Intense, pink citrus bite is balanced with fresh and fruity spice notes.

24/.355L (6/4pk) Cans

Ingredients: Sparkling Water, Lime Juice, Ginger Juice, Demerara Cane Sugar, Extracts of Black Strap Molasses, Bourbon Madagascar Vanilla, Nutmeg, Allspice, Cinnamon, Thyme, Black Peppercorn, and Clove, with Mediterranean Sea Salt.



COMO

Como, The Easy Orange Leisure Soda.

A fresh, orange alpine amaro spritz. It's an easy crowd pleaser that tastes like a cool breeze on a warm day with mandarin orange, fresh mint and subtle wildflower notes.

24/.355L (6/4pk) Cans

Ingredients: Sparkling Water, Lime Juice, Ginger Juice, Demerara Cane Sugar, Extracts of Black Strap Molasses, Bourbon Madagascar Vanilla, Nutmeg, Allspice, Cinnamon, Thyme, Black Peppercorn, and Clove, with Mediterranean Sea Salt.



FORA

Fora, The Red Drink Leisure Soda.

A strawberry soda with a patchwork of influences ranging from New Orleans cocktail culture to celebratory red drinks, Fora is like stumbling into a secret garden party. Notes of bright red strawberry kissed with tart hibiscus, rhubarb, and spice notes.

24/.355L (6/4pk) Cans

Ingredients: Sparkling Water, Lime Juice, Ginger Juice, Demerara Cane Sugar, Extracts of Black Strap Molasses, Bourbon Madagascar Vanilla, Nutmeg, Allspice, Cinnamon, Thyme, Black Peppercorn, and Clove, with Mediterranean Sea Salt.



ISLA

Isla, The Mellow Ginger Leisure Soda.

Inspired by our favorite Caribbean rum and ginger cocktail. It tastes like sunshine after a storm. No over-the-top ginger intensity here, this is more delicate and pleasurable than any ginger drink you've ever had.

24/.355L (6/4pk) Cans