



OLIVER MCCRUM

WINE PORTFOLIO



Year Founded: 1994

Region: Italy

Owner: Oliver McCrum

Known For: Representing many of Italy's best producers.

Cool Fact: With a focus on indigenous and native grape varieties, Oliver has many of the best examples of: Frascati, Lagrein, Schiava, Lambrusco, Bardolino, Nero di Troia, and Müller Thurgau, among others.

-Organic, Sustainable-

Our Goals: To import the best expressions of Italy's enormous range of native grape varieties. To find vintners whose winemaking philosophies tend toward tradition and minimal intervention. To discover wines that are true to the grape, the people, and the place. After working many years in the retail and distribution sides of the business in New York, London, and San Francisco, Oliver began importing and distributing wines on his own in 1994. While Italian focused for many years, he decided in 2007 to focus exclusively on the importation of Italian wines. Since then the portfolio has expanded from a predominantly Northern Italian selection to include an equally powerful and fast-growing Southern Italian selection. Oliver and team look for wines with clarity, focus, and precision made from indigenous Italian grape varieties using traditional winemaking techniques and no obvious use of oak. Our wines are known by the best sommeliers and wine professionals in the industry for being classically styled, clean, vibrant examples of the most important Italian wine types, from Barolo and Brunello to intriguing, less well known bottlings from the South. Our portfolio includes about 60 small producers from 17 regions of Italy, including some of the top names in Italian wine. The McCrum portfolio has many of the most affordable, interesting, and delicious wines on the market, and we are thrilled to offer them to our friends in Oklahoma.

NEW!

PICCOLO GOCCIO

Piccolo Goccio is a range of authentic Italian wines, the same kind of wines you would be drinking sitting in a café in Italy. ('Piccolo Goccio' means little sip, in Italian.) The wines are made from local grape varieties grown in different parts of Italy by some of our favorite producers who take great care in their grape-growing and winemaking. Each wine has been chosen as an excellent selection for food pairing and daily drinking. We have been exploring Italy for wines to import for more than 30 years and we love how well the local wines pair with local flavors. We feel strongly that the best examples of every grape variety are found in their historic regions and this selection of Italian wines represents just that. Our idea is to bring you a wine for every day of the week so you too can enjoy drinking your way around Italy, whether you are enjoying a classic Italian dish or your favorite local take-out. All of our labels are environmentally friendly. All paper for front and back labels is made from 40% recycled material with 55% environmentally friendly fiber (certified FSC®). The remaining 5% is cotton fiber.



2024 Pinot Grigio, Alto Adige

Grapes: 100% Pinot Grigio

Farming: Practicing organic

Age of vines: Average planting date - 1990

Altitude, Aspect, & Soil Type: 400 M, Lime with glacial deposits

Maceration & Fermentation: Controlled low temperature fermentation in stainless steel fermenters with selected yeasts

Aging: 4 months in stainless steel, on the lees

Finishing: Fined, filtered



2024 Trebbiano, Abruzzo

Grapes: 100% Trebbiano

Farming: Conventional and non-certified organic

Age of vines: Planted in 2006

Altitude, Aspect, & Soil Type: 150 M, N Facing, Clay

Maceration & Fermentation: Controlled low temperature fermentation in stainless steel with selected yeasts

Aging: 5 months in stainless steel, on the lees

Finishing: Fined and filtered, no cold stabilization



2024 Barbera, Piedmont

Grapes: 100% Barbera

Farming: Sustainable

Age of vines: Planted from 1995 - 2005

Altitude & Soil Type: 250 M, S-SW Facing, Sandy with some clay, calcareous marl

Maceration & Fermentation: macerated for 6 days, fermented in stainless steel with selected yeasts

Aging: 5 months stainless steel, 3 months in bottle

Finishing: Fined, filtered, no cold stabilization



2024 Sangiovese, Tuscany

Grapes: 100% Sangiovese

Farming: Certified organic

Age of vines: Planted in 2003

Altitude, Aspect, & Soil Type: 290M, N facing, silty sandy soil

Maceration & Fermentation: 10 days on the skins, 10-15% whole cluster, controlled low temperature fermentation in stainless steel with native yeasts Aging: 6 months in stainless steel on gross lees, 4 months on fine lees

Finishing: Unfined, unfiltered



2023 Montepulciano, Abruzzo

Grapes: 100% Montepulciano

Farming: Conventional and non-certified organic

Age of vines: Planted in 1996

Altitude, Aspect, & Soil Type: 150 M, S Facing, Clay

Maceration & Fermentation: 10 days on the skins, controlled low temperature fermentation in stainless steel with selected yeasts

Aging: 12 months in stainless steel

Finishing: Fined and filtered, no cold stabilization

ERSTE + NEUE

'The best part is the irresistible price point.' - Robert Parker
'A series of wines that has impressed all of our tasting panels.' - Gambero Rosso

"We guide the grape on its journey from the vine into the bottle, that has been our Credo since 1900. Tradition has inhabited the vaulted cellars of our winery since 1900 and our name Erste + Neue (first + new) obliges us to preserve what is valuable from the past while remaining open towards the new. Our wine embodies our history. Our history is our wine and our passion. Where the Mediterranean south joins the mountains of the Alps, where the sun drenches our soils with warmth and the vines reach out to the sky with their arms, there the vines capture the landscape and transmute it into dreams" - Erste+Neue Winery



2024 Pinot Grigio, Trentino-Alto Adige



Fermentation and storage in stainless steel tanks (4 months, on lees); long contact time with the fine yeast to develop a multilayered body. This wine graces your palate with lovely purity in its clean, focused fruit. There is a wonderful warmth that radiates through the wine even if this remains a fresh, mineral-driven style of Pinot Grigio. Pinot Grigio sometimes lacks the vivid freshness of Pinot Bianco/Weissburgunder, but the best examples from the Alto Adige have the typical varietal texture and spice notes punched up with good bright acidity. A very good versatile everyday white wine, and it's a steal. **Organic, Certified Sustainable!**

91 Points – James Suckling – *"White-pepper minerality shines in the glass with stone-fruit and ripe-pear aromas. Smooth on the attack with silky texture, crisp acidity, medium body and good length."*



2024 Müller Thurgau, Trentino-Alto Adige

A highly aromatic Riesling cross created in Switzerland in the 1880s. The best Müller-Thurgau comes from the Alto Adige (and from just south of here, in the Trentino region). Planted in limestone-rich glacially deposited soils. Fermentation at low temperatures in stainless steel tanks. 4 months in stainless steel, on the lees. Exuberant aroma of lime peel and flowers; zesty, bright and dry on the palate. A very fresh wine with mild acidity and a pleasant fruitiness. An excellent wine for oysters and other fish dishes. **Organic, Certified Sustainable!**



2022 Pinot Bianco, Trentino-Alto Adige

100% Pinot Bianco. Fermentation at low temperatures in stainless steel tanks; long storage in contact with the fine yeast to develop a multi-layered body. **Organic, Certified Sustainable!**

90 Points – James Suckling – *"Sliced green apples, grapefruit and melon rind on the nose, with some green tea. It's medium-bodied, creamy and fruit-forward, with bright acidity and a sleek finish."*

GIROLAMO RUSSO

'Italy's answer to top-tier red Burgundy!'
- David Lynch, Sommelier

Founded in 2005 by Giuseppe Russo, in memory of his late father. The family are natives of Passopisciaro, one of the key villages at the heart of the rebirth of Etna's most important grape variety, Nerello Mascalese. This is the north face of Europe's largest active volcano, Mount Etna, in the north-eastern corner of Sicily. The Russos have 26 hectares of land in and around Passopisciaro, with 15 hectares of vineyards surrounded by olive and hazelnut groves. The vineyards are high up, between 650 and 780 metres above sea level, inland from the beautiful town of Taormina. Many of the free-standing bush vines are over 80 years old, surviving in harmony with Etna's black, mineral-rich volcanic soil. Giuseppe works the vineyards organically and makes the wines himself. He vinifies each parcel separately, seeking out their individual identities in a series of wines that reflect the diverse character of their terroirs. Did You Know: Some of the lava flows are so recent that you can't even plant on them!



2021 Etna Rosso 'a'Rina', Sicily

All estate bottled fruit. Vines range from 20-100-years of age, rooted in weathered volcanic lava flows on the north side of Mount Etna, head-trained or modified head-trained. 94% Nerello Mascalese, 6% Nerello Cappuccio. 15 days maceration, controlled low temperature fermentation in steel and plastic tanks with indigenous yeasts. 16 months in 2,500 L barrel, cement and used barrique. **Certified Organic!**

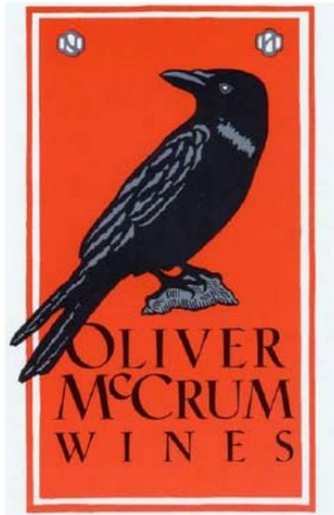
94 Points – Vinous – *“Plenty of citrus, orange peel, honey and beeswax with some pumice and volcanic soil character. Medium body, with firm and integrated tannins that are energetic and integrated.”*

93 Points – Robert Parker



OLIVER MCCRUM SPIRITS

Italian spirits are almost as varied as the wines - grappa, the bitter liqueur called amaro, vermouth, and other temptations like limoncello and nocino. Our criteria are the same for spirits as they are for wine: we want typical, distinctive products, mostly from smaller producers. Spirits can have regional typicity too! Aperitivo is the general Italian word for a drink before a meal. The word aperitivo comes from the Latin verb 'aperire', meaning 'to open'; aperitivi are thought to stimulate the appetite. The three different kinds of drink used as aperitivi, or as ingredients for them, are as follows and all can be used with a splash of soda water, and are also used to make cocktails, such as the Negroni, which contains sweet Vermouth and Bitter (and gin): Vermouth, wine with herb-infused alcohol added to bring the total alcohol up to roughly 18-20% by volume, then sweetened to the appropriate level for the vermouth type (the types are Sweet, which is red in color; Dry, white with less sugar; or White, with a little more sugar.) Aperitivo, an infusion of herbs and spices in pure alcohol that is generally slightly sweeter and slightly less alcoholic (11-20% by volume). Bitter, an infusion of herbs and spices in pure alcohol that is generally higher in alcohol (20-30% by volume) and a little less sweet.



BORDIGA

The Gem of Piedmont.

Bordiga is different from many of the Vermouth labels sold now because they produce the vermouth themselves, they don't buy it from a producer, and they've been producing quality Vermouth for over a hundred years. The winery says 'Bordiga is a producer, not a label,' and 'Tradition is our present, and our future.'

Vermouth, Amaro, and Gin from the Piedmontese Alps since 1888. At the end of the nineteenth century Pietro Bordiga owned a famous bar in Turin. He decided to use his knowledge of botanical flavorings and the extraction of essential oils to open a distillery, and he decided to locate it in a city near the mountains where the wild plants used to make amaro and other spirits grew. He chose the city of Cuneo, a little over an hour south of Turin and close to the Occitan Alps. The climate here, influenced by the mountains and by proximity to the ocean just over the Alps, creates herbs that are particularly rich in essential oils and aromas. The distillery used to be in the historic heart of Cuneo and was then moved to the road just outside town leading to the mountains, where it is now. At the heart of the building is the ancient copper pot-still that dates from 1888. Bordiga make all of their own infusions, and many of the wild plants they use, such as gentian, juniper and chamomile, are still gathered in the Alps nearby. They produce Vermouth, including the classic Vermouth di Torino, Gin, and a number of Amaros (herbal liqueurs with a balance towards bitterness). The word 'vermouth' is a corruption of the German word ('wermut') for the bitter herb wormwood (*Artemisia Absinthium*), which is still part of the botanical base of vermouth, although regulated by the US government. The original classic areas for the production of vermouth were in Chambéry in France, and in Piedmont, south of Turin, both part of the historic duchy of Savoy.





Occitan Gin, Piedmont

'Top 100 Spirits of 2020' -Wine Enthusiast
93 Points - Wine Enthusiast

Gin was first made by Bordiga in 1889, and this gin is made from the original Bordiga recipe. Only four main botanical flavors are used, from the Occitan Alps, hence the name. The four are angelica, juniper, cardamom, and a secret ingredient (with traces of orange and lemon peel). Occitan Gin has traditionally been made exclusively from juniper that grows wild (not cultivated) in the Maritime Alps, near Cuneo, which are some of the highest mountains in Europe. This combination of altitude and maritime influence enriches the essential oils of the juniper berries grown here, giving them a unique flavor; the berries are picked by hand. The different botanicals are macerated separately in triple-distilled grain alcohol, then distilled before being bottled. It's double distilled in their copper pot still which is also from the late 1800's. The still is actually so old it's now protected as a historic artifact! Clean, fresh, and easy to drink, try this in a Negroni with their delicious vermouth for a true Italian cocktail.



Vermouth Bianco di Torino, Piedmont

This classic vermouth type is based on Piedmontese white wines, including some Moscato, and infused with a wide range of different botanicals, many of them grown in the Occitan Alps near the winery. The flavor of this vermouth is complex and vivid, with an excellent balance of sweetness and bitterness. Some vermouths taste strongly of a single botanical, but the interplay of components here is distinctive and delicious. We drink it with a splash of soda water as an aperitivo, and you should too. At least 30 botanical flavorings are used, including exotic plants like nutmeg and coriander, typically Italian plants like fennel seed, typical Piedmontese plants such as absinthe (locally referred to as Erba Bianca, botanically Artemisia Absinthium), and exclusively from the Piedmontese Alps plants such as gentian root (*Gentiana Lutea*) and gentian flowers (*Gentiana Acaulis*). These botanicals are collected wild by hand in the mountains, not cultivated, and allowed to dry at altitude (they keep their aromas better this way). They are infused individually, not all together, because different botanicals have different requirements for the best extraction of essential oils. Once all the extractions have been done, the infusions are added to the base wine, and the mixture is left for 10 days before the sugar (Italian or French beet sugar) is added; then that mixture is left for 5-6 days before being cold stabilized. In other words, this vermouth has a strong local component, and is entirely traditional.

Requirements for authentic Vermouth di Torino:

1. the producer must be 'historic,' which is to say must have been operating for at least 50 years (Bordiga has been in continuous operation since 1888)
2. the recipe or the brand must be historic (again, Bordiga Vermouth was first produced at the end of the 19th century)
3. must be produced in an artisanal manner
4. must be produced in Piedmont
5. must be based on wine, and have an alcohol content of at least 16°, and must use the botanical flavorings typical of the area.



Vermouth Extra Dry, Piedmont

At just 3% sugar, the Bordiga Extra Dry is a game changer for dry vermouth. With no sugar to hide behind the acidity in the wine comes through and the floral and herbal notes shine. In Piedmont it is drunk chilled with fresh seafood or aperitivo, and we've been known to do the same, however its freshness livens up cocktails and we encourage you to use it in heavier pours than usually called for.

Primary Botanicals: Artemisia absinthium, elderflower, cinchona, quassia, orange peel, Gentiana acaulis flowers, black pepper, angostura bark, wild thyme

Botanical Source: artemisia, elderflower, Gentiana all wild foraged locally, orange peel from Sicily. Others from Asia. Wines are Trebbiano, Moscato and Cortese from the Langhe.

Method of Production: wines mixed and rested 5 days, sugar added and stirred periodically over 5 days to dissolve, all herbs infused or distilled individually then added to the wine solution. Rested 40 days, clarified naturally with cold temperature, paper filtered, rested 10 days, then bottled and rested 20 days in cellar.



Centum Herbis, Piedmont

This historic Alpine recipe has been produced in Bordiga since the foundation in 1888. 'Centum Herbis' means '100 Herbs' in Latin, and this is Bordiga's version of a mixed herbal liqueur, a drink that is found on both sides of the Piedmontese Alps. Not 100 herbs, but many, and mostly local, which is to say grown in these mountains that loom on the border of Piedmont and France, not far from the distillery. Although this contains a hint of the classic local bitter herbs gentian and wormwood, *this is not an amaro*. And while mint is the leading ingredient this is a very complex combination of flavors; we find it an excellent digestive after dinner but also very versatile in cocktail combinations and subs well for Chartreuse. As is traditional, all the local botanicals are grown at altitude, harvested by hand by local foragers, and dried at altitude in a dark, ventilated room. When ready, the local and imported botanicals are infused individually in alcohol until the different infusions are complete, then combined by Mario, the master distiller. (This is made mostly of local herbs.) Water and sugar are added; after resting for several weeks the liqueur is filtered and bottled. Modern techniques such as centrifuging, ultrasound or the use of chemical solvents to speed up extraction are never employed. No purchased extracts are used. Peppermint and eucalyptus give the mentholated taste, genepy gives an exclusive herbal and floral sensation, the two gentian and cinchona give the bitterness.

GOTHA

SPIRITI NOBILI

Gotha Spiriti Nobili was founded with great love from the heart and a strong idea in the head. The love for Italian drinks, the idea to rediscover and perfect a world of experiences which today, even more so than in the past, can be fully realized and essentially “better”. The tradition of “bere Italiano” (Italian drinking) which strongly shaped the culture of Italian living, especially in the 20th century, is currently going through a monumental revival. The concept of the aperitif is beyond doubt spreading throughout the world. This particular “Italian lifestyle” is not only getting immense attention on the market but also in new generations less used to liqueurs, digestifs, vermouth and traditional drinks. The countless products use traditional production methods handed down from generation to generation, promoting and giving life to specific products to the area and which have given us incredible liqueurs, unforgettable to whoever tastes them. Gotha Spiriti Nobili’s mission isn’t only one of tradition: it’s tireless innovative energy and experimental curiosity have led to the creation of new products to be introduced on the market, based on the quest for maximum originality and quality.



Blu Amaro, Bologna

Blu Amaro is a liqueur perfect for that you time, that moment at the end of the day where your most important and sincere thoughts and reflections are had. Derived from a special process used to create a perfect balanced blend, consisting of over 70% of a 3-year-old whisky infused with absinthe, seawater and natural extracts. Blu Amaro has an intense amber color and typical aromas of whisky; liquorice, mint, tangerine and distinctive bitter notes. The taste is perfectly balanced; slightly sapid, refreshing, balsamic and luxurious, recalling the very best whiskies, with a bitter characteristic.

Blu Amaro encourages introspection and reconciliation with one’s own interior dimension.

Who, if I cried out,
would hear me among the Angels’ Orders?
And even if one of them pressed me
suddenly to his heart: I’d be consumed
in his more potent being.
For beauty is nothing
but the beginning of terror [...]

Rainer Maria Rilke (Translation by Edward Snow)



Menegiks Gin, Bologna

The taste is gentle with a warm and delicate saltiness given by seawater and distilled capers. The juniper berries, distilled in traditional alembic stills, come from the Balkan forests in Albania where they are extremely resinous, giving the gin an accentuated balsamic nuance. On the nose, distinct notes of green citrus and peppermint, while the saltiness enhances the balsamic flavors on the palate, leading you to a finale of fresh mint, delicate and tangy.

The seawater comes from the shores of the Adriatic Sea, microbiologically pure thanks to having undergone an accurate process of purification; rich in precious minerals and micro-nutrients, it is suitable for human consumption.

- At its best in a Martini Cocktail served with a caper.
- In a classic Gin and Tonic its freshness is enhanced, amplifying the green citrus and peppermint notes. Serve with dry tonic, lemon twist and a leaf of mint.
- To try neat, serve cold.



Settemmezzo Artichoke Amaro, Bologna

Drink of the Week - Imbibe Mag 2024

“I fell in love with it upon that first sip at the bar. Thanks to both its palate-priming and digestive-helping properties, it’ll be perfect for serving before and after a feast.”

A liqueur for Bologna. The city of Bologna is renowned as a welcoming, friendly city, where sociality has always been very important. A student city par excellence and a vital crossroads for those journeying along the peninsula, its countless traditional tavernas (to locals ‘osteria’ pronounced /os.te’ri.a/) and inns have given Bologna its distinguishing and unique character, a city which has stood out in Italy over many centuries. “Settemmezzo”, a classic card game of the Felsina culture, is a source of long nights filled with discussions and fun. Time passed with friends and regulars of Bolognese nights. And so, we have created a liqueur, Settemmezzo, dedicated to one of the most loved symbols of the city, the Basilica of San Luca which stands watch on top of the Colle della Guardia hill. The Basilica of San Luca is visible from all four cardinal directions as you approach Bologna, giving you the sense of having finally returned home.

In the first half of the last century, the artichoke of San Luca was one of the main varieties on the southern hills of Bologna. Purple artichokes are also very common in the Romagna region, although cultivation in the clay soil of the hills of Bologna gives the San Luca variety a fresh taste, herby with a note of liquorice root.

This bitter liqueur is a result of the infusion of agricultural alcohol and Adriatic seawater with purple artichokes from San Luca, Sicilian bitter orange root beer (‘chinotto’) and other natural extracts, making the perfect aperitif. Thanks to its cynarine content, digestive properties can also be fully appreciated and enjoyed.

ROSSA AGRICOLA

Amara, the feminine form of 'amaro,' is made by an orange grower on the east coast of Sicily, just south of Catania, in sight of the enormous volcano that dominates this whole corner of the island, Mount Etna. Sicilian blood oranges from the Tarocco variety are famous throughout Italy for juice (a glass of Tarocco juice in Sicily in season is a revelation), but this grower decided to also use the zest from his oranges as a raw material for an amaro. As you'd expect, orange zest is the main flavor in Amara, but it is supported by a range of herbal and bitter notes, with a very attractive balance between orange and herbal flavors, and also between sweetness and bitterness (some amaro is so sweet as to be essentially herbal liqueur, this is more serious). Amara works very well as a Spritz with soda water and a slice of lemon, according to Marie here in our office, and we are looking forward to the creation of craft cocktails made with it. A glass after dinner certainly does the trick for me. –O.M.



Amara Rossa D'Arancia Rossa

Only the best blood orange peel meets an herbs and sugar infusion: that procedure gives birth to a natural digestive, with unique and strong taste, golden and crystal clear, produced in small quantities, with the tradition in mind and using no additives. With its mediterranean scent every bottle embodies the love for our Sicily.

Sustainable!

IL GUSTO DI AMALFI

-ORGANIC-

Our friend and winemaker from the Amalfi Coast, Luigi Reale, introduced us to Valentino Esposito and Mario Anastasio, who make our liqueurs under the label 'Il Gusto di Amalfi.' Their small facility, which looks like a large kitchen, is in the little town of Praiano, just down the coast from Positano. This area is famous for growing amazing citrus, especially lemons; these lemons are grown by Mario and his family and friends.



Limoncello Liqueur, Amalfi



Il Gusto di Amalfi
LIMONCELLO
 LIQUEUR
 Made in Italy 750 ml Alc. by Vol. 30%

Most fine wines and spirits are great because of the way they balance different components, but limoncello is different. Limoncello is a pure infusion of lemon peel, and the quality of the limoncello depends on the quality of the lemons. 'Il Gusto di Amalfi' is a tiny company that takes organically-grown lemons from the hillsides of the Amalfi Coast (near Tramonti), peels them by hand with potato-peelers in small batches, and macerates them in pure grain alcohol in stainless steel vessels like very small wine tanks. (Commercial limoncello is sometimes bitter, a sign that the pith of the fruit has been accidentally included with the zest; hand-peeling avoids this.) The variety of lemon is 'Sfusato Amalfitano', and the groves are owned and farmed by Mario Anastasio's friends and family. This limoncello is pure expression of an excellent raw material, and that's it. Drink cold but not iced as a digestivo; the liqueur may need to be shaken occasionally to mix in the lemon oils that rise to the top. I bet this would also make a killer Tom Collins with some good Gin. -O.M. **Organic!**



Il Gusto di Amalfi
ALLORO
 Bay Laurel
 Liqueur
 Alc. by Vol. 30% 750 ml

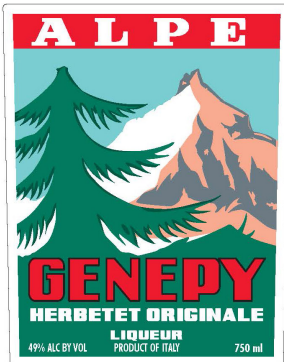
Alloro (Bay Laurel) Herbal Liqueur, Amalfi

Wild grown bay laurel from the Amalfi coast and hills. Foraged by Mario and his friends. Due to the mild coastal climate, Mario is able to gather the laurel for the Alloro year round. And because of this is he makes extremely small batches - just 300 liters, or about 400 bottles. The bright green color is a result of the high percentage of essential oils in the liqueur and the fact that so little is produced. Usually drunk as a digestivo, we prefer to see it in a cocktail where it's herbaceous, almost olive oil-like consistency and flavor add density and complexity in drinks that trend towards the classic. Try this in a Margarita, Gimlet or Monte Carlo.

Leaves only are infused fresh, not dried, in neutral grain spirit for 30-35 days. Just sugar and water are blended to finish. No colorings added. This bay leaf liqueur is unfiltered, please shake before serving. There are no preservatives, coloring agents or stabilizers in this Alloro. **Organic!**

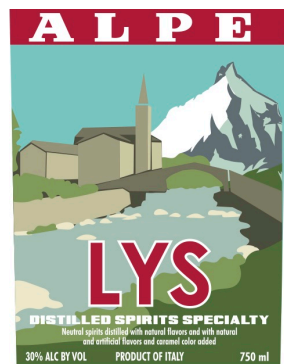
DISTILLERIA ALPE

Fulvio Calvetti is the third-generation distiller for Alpe, a distillery started by his grandfather in 1948. Located in the Valle d'Aosta, a mountainous area in the northwest corner of Italy near France and Switzerland, Alpe produces a range of products showcasing the area's fresh alpine herbs. This artisan production, marked by constant research for the best quality, follows the traditions of Aosta Valley's ancient distillers. Thus, with the same procedures and perfection, our liqueurs, produced by brewing and distilling rare alpine herbs, entirely preserve the perfumes and healthy properties of the Italian Alps.



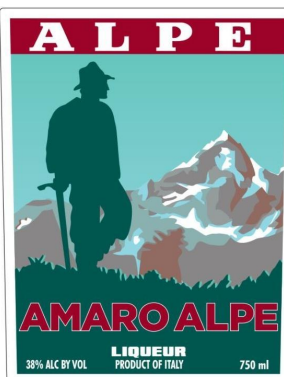
Genepy Herbetet, Valle d'Aosta

This name brings together certain small rare mountain herbs belonging to the Artemisia genus. During the summer months, they grow at an altitude of 2000 metres in their natural habitat, namely at the foot of glaciers, along the length of the western Alpine range. We use Artemisia genipi (spicata) and Artemisia mutellina. These uniquely scented artemisiae are by far the most aromatic and offer the highest concentration of active ingredients which produce a stimulating action on the digestive tract. Herbetet Genepy is named after the Herbetet Peak in the Gran Paradiso Massif, where the Genepy herb grows copiously. Due to its many healthy properties Genepy was known in Aosta Valley as the "aspirin of the mountain folk".



Distilleria Alpe Amaro Lys

Features a recipe of twenty different herbs including gentian and gentianella, blended with bitter botanicals such as rhubarb root. The alpine herbs are picked in August, then dried, then infused in pure alcohol together with the other botanicals for about a month. Part of the liquid is re-distilled after infusion, to give the liqueur a more persistent flavor and to clarify color. It's bottled at 30%, after the addition of spring water and sugar. As amaros go, this is only mildly bitter, perfect for an after-dinner digestivo. Almond and vanilla notes balanced by citrus and bitter baking spices, making the Lys a fantastic cocktail option for Negroni variations, or a complex drink to be sipped neat.



Distilleria Alpe Amaro

An amaro made mostly from more than twenty locally grown herbs, roots and flowers, including gentian, artemisia (genepy), and mint, with the addition of bitter botanicals like rhubarb root. The alpine herbs are picked in August, then dried, then infused in pure alcohol together with the other botanicals for about a month. Part of the liquid is then re-distilled, to give the liqueur a more persistent flavor and to clarify color. It's bottled at 38%, after the addition of spring water and sugar. Alpe is more bitter than Lys.

FRED JERBIS

‘Fred Jerbis Is Recreating the Italian Classics’

“For the Fred Jerbis devotees, the spirits are a welcome alternative to the iconic and heavily relied-upon Italian brands that have for so long driven vermouth, aperitivo liqueurs and amari globally. Cremasco’s work reconsiders these categories at a smaller scale with the kind of intimate focus on place that is often lost in mass production.” -Punch Magazine

Federico ‘Fred’ Cremasco is a remarkable young producer of Vermouth, Bitter, Amaro, Gin and Fernet from the town of Polcenigo, in Friuli. You could call him an herbalist; he devises recipes for his products from combinations of botanicals, some foraged wild nearby, some grown by him, some brought in from other areas, then creates his elixirs from these botanicals using varying methods of extraction. He has experimented endlessly, trying out different methods of extraction (alcoholic distillation, steam distillation, cold maceration of fresh herbs, cold maceration of dried herbs, and hot maceration of fresh and dried herbs) to discover which method best suits the individual botanical. He then devises recipes for his alcoholic elixirs from combinations of these botanical extractions. For most of the products, each botanical is treated individually, to make sure that the exact right level of extraction is reached for each substance; many producers throw everything in together (indeed many producers buy pre-made ‘amaro base’ from large companies who specialize in such things, just adding sugar and water). Fred takes enormous care in his work and the result is a collection of some of the highest quality spirits we’ve ever tasted with layers of flavor and a sense of place.



Fred Jerbis Fernet ‘25’, Friuli

25 different botanicals infused together in nearly pure alcohol, including Masterwort, Chamomile, Bitter Orange peel, yarrow (Achillea Moschata), mugwort, Chinese Rhubarb, Bay Laurel, Yellow Gentian (Gentiana Lutea), Peppermint, saffron, dandelion, licorice, Garden-chamomile, yarrow, rhubarb, Bay Laurel, peppermint, dandelion. Matured in chestnut barrels. Strong mint aromas and rhubarb notes. Savory and sumptuous, the chestnut barrel maturation adds structure and the Fernet finishes with mint and herbal flavors. The classic use is straight, after dinner, as a digestivo, but it also works well in a Manhattan as the vermouth substitute.



Fred Alkemil Rosolio Bergamotto

Fred Alkemil is a line of traditional liqueurs developed by Fred Cremasco, who also masterminds the Fred Jerbis products. He is a bartender, herbalist, and an alchemist. It’s the latter which inspired the name Fred Alkemil, taken from the olden practice seeking to transform common metals into gold. The Alkemil spirits are inspired by 19th century recipes, but produced using unique modern techniques developed by Fred himself through countless experiments to enhance extraction and boost flavor. Fred also draws on his bartending career to ensure the Alkemil products are balanced and useful with a freshness and energy that sets them apart from most other example.

Rosoli are traditional, low alcohol Italian liqueurs made from a single infusion of either fruit or flowers. The Bergamotto uses several methods of extraction to obtain a concentrated and complex liqueur. Expertly balanced between sweetness, bitterness, and alcohol, with intense aromatics of orange blossom, lemon zest and key lime. The palate is delicate with lavender, orange oil and candied orange zest.

ITALY

