

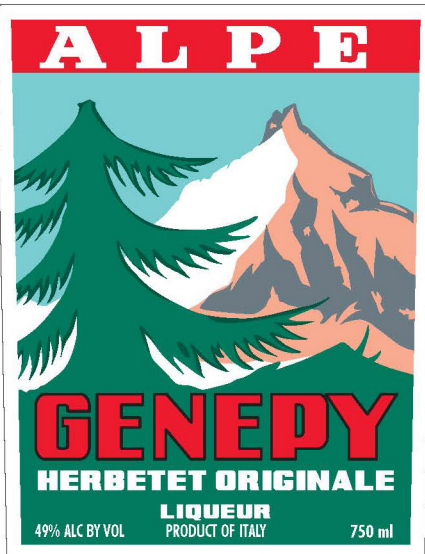


ALPE

DISTILLERIA

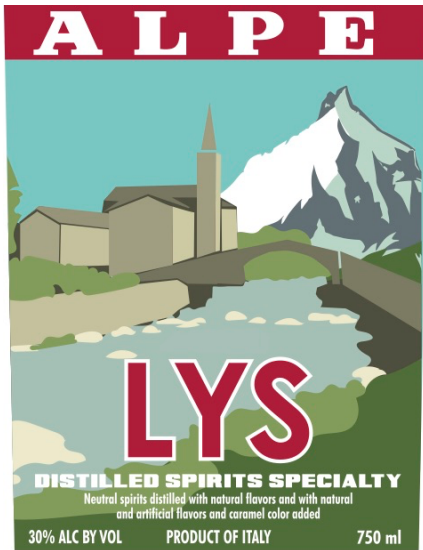


Fulvio Calvetti is the third-generation distiller for Alpe, a distillery started by his grandfather in 1948. Located in the Valle d'Aosta, a mountainous area in the northwest corner of Italy near France and Switzerland, Alpe produces a range of products showcasing the area's fresh alpine herbs. This 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.



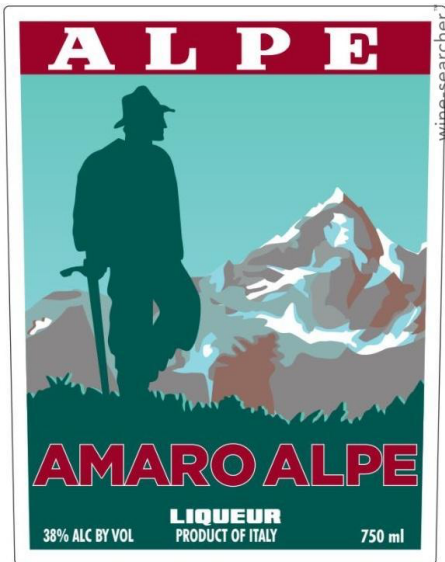
Genepy Herbetet

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”.



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 balance citrus and bitter baking spices, making the Lys a fantastic cocktail option for Negroni variations, or a complex drink to be sipped neat.



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.