

CAPPELLETTI APERITIVO MAZZURA



Aperitivo Mazzura distinguishes itself in both its multidimensional flavor and stunning fuchsia color. Botanicals are sourced from Dolomite hills and valleys in Italy's Triveneto region, birthplace of the spritz. Mazzura's color comes from a unique blend of flowers and fruits that is entirely natural and vegan-friendly. Try Mazzura in a Negroni, Boulevardier or Spritz.

Made just outside of Trento in Alto Adige by the Cappelletti family. While the base origin of all spritzes is the "Spritzer" (the soda siphon), the story of the "Spritz" we commonly see in Italy today shares a history with Cappelletti in the Triveneto.

This drink is most typically a combination of a red bitter with wine, soda, and a slice of orange. Legend has it that the Emperor Franz Ferdinand enjoyed the bitter and sour notes when adding citrus into certain wines. As important as taste is the color, with Carmine (Cochineal) being a great source of pride (and wealth) for the region. This is because the all-natural color from carmine is a stunning crimson red, long prized in garments, food, and drink. Other, modern, iterations of red bitter use vegan-friendly color—all-natural flowers and fruits in the case of Cappelletti's Aperitivo Mazzura.

Trentino-Alto Adige, bordering Austria, is the most northern of Italian regions and is largely a mountainous territory. The region is rich in waterways and lakes. The climate is a typically mountain one, but towards Lake Garda can be described as characteristically Mediterranean. There are many protected nature reserves and parks, where Alpine fauna thrives. As a border region between Italy and the Germanic countries, Trentino was fought over for centuries. Still today, a significant portion of the inhabitants of the Province of Bolzano are German rather than Italian speakers. Originally started as a company "to sell wholesale and retail natural herbal remedies", Giuseppe Cappelletti and his brothers founded Cappelletti in Oss Mazzurana, Trento in 1909. He was an herbalist and apothecary of great creativity and ability. After the First World War he started work on his great idea, to bring the benefits of the curative herbs to those who didn't want to endure long and difficult therapy treatments. The product range has increased over time and today along with bitters also grappas and sweet liqueurs are produced. The company now has a century of uninterrupted business in the hands of the same family. Currently, the company is run by the fourth generation, custodian of the ancient formulas and immensely proud of their name. Along with things like modern steel tanks, the traditional hand presses are still used in production.

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Tasting Note:

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Shelf Talker:



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