

# Aperitivo Mazzura

Trentino-Alto Adige, ITALY



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. It is made just outside of Trento in Alto Adige by the Cappelletti family, who also produce a number of other exceptional aperitivi and amari.



APERITIF

WINE

Italy

17% Alc/Vol

750 ml | 8018571002165 12 x 750 | 8018571022163  
200 ml | 8018571002325 15 x 200 | 8018571022200

## Highlights:

- ☞ Stunning fuchsia-colored Italian red bitter aperitivo
- ☞ Excellent in a Spritz, Negroni or Boulevardier
- ☞ Natural color, vegan-friendly, wine-based
- ☞ Venerable producer of aperitivi and amari in Alto Adige



The producer, which goes by the full name Antica Erboristeria Cappelletti, was first established in 1906. For most of their first century they were located in the historic Piazza Fiera in the center of Trento. Today they are located 20 km south of Trento in Aldeno, surrounded by vineyards and apple orchards. As the name would suggest, the firm was and is still today focused on products from traditional herbs, roots and flowers. They achieved fame in the region for their productions of

amari and aperitivi. All production is done in house by the fourth generation of the family, Luigi and Maddalena Cappelletti.

The story of the "Spritz" we commonly see in Italy today shares a history with Mazzura in the Triveneto. This drink is most typically a combination of a red bitter with wine, soda, and a slice of orange. Mazzura is a true ace for wine-and-beer licensees. A Spritz ramps up the appetite at lower pour-cost than wine-by-the-glass. For beer bars, Mazzura combines well with French farmhouse ales or Radler-type beers for intense refreshment.



The Italian Job

### The Italian Job

Stir with ice:

0.75 oz Smith & Cross  
0.75 oz Cocchi Americano  
0.75 oz Aperitivo Mazzura  
0.75 oz Byrrh  
2 dashes orange bitters

Strain into a cocktail glass.  
Spritz orange peel  
and discard.

### Bosc Word

Shake with ice:

0.75 oz Hayman's London  
Dry Gin  
0.75 oz Rothman & Winter  
Orchard Pear Liqueur  
0.75 oz Aperitivo Mazzura  
0.75 oz lime juice

Strain into a coupe.

### Bicicletta

Build in wine glass with ice:

2 oz Aperitivo Mazzura  
3 oz dry white wine  
1 oz soda or seltzer

Garnish with orange slice.

### Mount Washington

Build in a double rocks  
glass filled with ice:

1.5 oz Aperitivo Mazzura  
1.5 oz Dolin Blanc  
Vermouth de Chambéry  
1.5 oz non-alcoholic  
apple cider

Garnish with a lemon peel.