



# AMARO CIOCIARIO EXTRA BITTER

The town of CioCiario, is located southeast of Rome, Italy. It was there in 1873, that Vincenzo Paolucci built his distillery to produce herbal liqueurs. His great grandson, Francesco, today manages the business using many of the same recipe's and traditions for over 150 years.

Today, we are pleased to announce the launch of Paolucci Amaro CioCiario Extra Bitter, the perfect complement, to their extraordinary portfolio of fine liqueurs.

Featured at the same ex-warehouse price, \$82.00 per 6/700ml case as their traditional Amaro CioCiario, the Extra Bitter brings to the cocktail circuit an additional component for new and exciting drinks.

For the rollout, we are pleased to offer FOC samples for your salesperson's use, to taste with your clients. Quantities are limited.

Because of your efforts, sales of the Paolucci portfolio have increased year over year.

Thank you for your continued support and cooperation.