

imbibe LIQUID CULTURE

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Drink of the Week: Wilderton Bittersweet Aperitivo

STORY: [Penelope Bass](#) | November 11, 2022



Because the holiday season can be a marathon of social gatherings, I try to be a little more mindful about my alcohol intake. But because I am also a hedonist at heart, I refuse to deny myself the pleasure of a beautiful beverage. That's why I'm loving the new Wilderton Bittersweet Aperitivo. The alcohol-free distillate from Oregon-based Wilderton can be used to craft cocktails that are as delicious as they are beautiful—no sacrifices necessary.

Wilderton launched in 2020 from spirit industry vets Seth O'Malley and Brad Whiting, and their newest expression follows in the botanically laced footsteps of the brand's previous products, [Earthen and Lustre](#). But the Bittersweet Aperitivo perhaps feels more approachable thanks to its comparability to a certain notable red bitter liqueur. To be clear, it does not taste like Campari, exactly, but it does share a similar attitude.

The distillate's infusion of grapefruit and Seville orange with spices and botanicals like cassia cinnamon, rosemary, sandalwood, and gentian make for a tart, bittersweet, and *slightly* savory aperitif. Just as you might use a red bitter liqueur, the Bittersweet Aperitivo is effortless to employ, whether you're keeping things strictly spirit-free or experimenting with low-ABV cocktails (check out our [November/December](#) issue for inspiration). \$34.99, wildertonfree.com