



*Tonino Lamborghini*

AMARO

PURE ITALIAN SPIRIT



## BRAND

In 1981, Tonino Lamborghini, heir to the Lamborghini family, founded the homonymous company, which today is synonymous for Italian spirit around the world through a lifestyle experience brand that includes luxury accessories, hospitality projects and a selection of iconic beverages produced in Italy.

Resourcefulness and energy are the key features of the brand's DNA that inspire the premium beverages of the Tonino Lamborghini Luxury Beverages line. Characterized by elegant packaging inspired by the Bull's brand identity, they are dedicated to an international consumer, a lifestyle and high-quality Italian products lover.

## PURE ITALIAN SPIRIT

*"Pure Italian Talent", the historical claim of the Tonino Lamborghini brand, is adapted to the new line of spirits and, with a play on words, becomes "Pure Italian Spirit". The new payoff accompanies all the communication and events of the high-alcoholic premium beverages produced rigorously in Italy and dedicated to an international customer who loves the resourceful and uncompromising character of the Bull's brand.*



## TONINO LAMBORGHINI AMARO

Tonino Lamborghini Amaro is a refined herbal liquor obtained from a typical Venetian recipe. Thanks to its special ingredients, in Italy it is considered a traditional after dinner liquor, but it is also an excellent long drink served with ice and tonic water.

The unique and balanced herbs selection of the Venetian lagoon includes: the "Carciofo Violetto di Sant'Erasmo", a particularly distinguished variety of purple artichoke that grows exclusively in the loamy soils of the lagoon and is renowned for its distinctive digestive properties; Artemisia, a perennial plant well-recognised as a medicinal herb, also used in the kitchen for its pleasantly balsamic scent; Inularia, known for its digestive and balsamic properties.



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[www.lamborghini-beverages.com](http://www.lamborghini-beverages.com)