

ONLY FOR GODS.



INTRODUCING THE WORLD'S MOST LUXURIOUS SAMBUCA.

A HAND-CRAFTED MASTERPIECE,
OAK BARREL AGED. ANOINTED WITH
MYRRH, ORGANIC AGAVE, DAMASCUS
ROSE, PETITGRAIN, AND ELDERBERRY.



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**“WE’RE PROUD TO INTRODUCE
CIMBRONI, HANDCRAFTED
SAMBUCA UNLIKE ANYTHING
YOU’VE TRIED BEFORE. NOT
JUST A DRINK. A CALLING.”**

At the heart lies a perfect balance of our
meticulously curated ingredients including,

**ORGANIC AGAVE, ORRIS ROOT,
DAMASCUS ROSE, MYRRH,
PETITGRAIN, AND ELDERBERRY.**

And then — the unthinkable: aged for 33 days
in oak. The result is deeper. Drier. More refined.

JULIAN HEARN
FOUNDER

KENNET NEWALL-HEARN
FOUNDER

Born to disrupt centuries of tradition
— and perfect it. It’s not for everyone.
But then again, neither is the truth.

As every great chef knows:
‘Michelin Stars start with ingredients.’

We’re honored to be working alongside
award-winning master distillers who
share our obsession with purity,
elegance, and storytelling through taste.

“OPPORTUNITY THE”

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SAMBUCA IS FORGOTTEN — NOT BROKEN.

130M+: UK ON-TRADE SAMBUCA MARKET
VALUE(SHOTS-DRIVEN,LOW-MARGIN,UNBRANDED)

**+40% GROWTH IN
PREMIUM LIQUEUR SALES**
IN UK ON-TRADE (CGAR, 2020-2024)

**0 PREMIUM SAMBUCA
BRANDS** CURRENTLY PRESENT
IN UK'S TOP 50 COCKTAIL BARS

71% OF BARTENDERS SURVEYED
SAY THEY'D CONSIDER USING SAMBUCA IF
IT WERE HIGHER QUALITY OR REBRANDED
FOR MIXOLOGY (INTERNET POLL, N=85)

**NO INNOVATION IN THE
CATEGORY SINCE THE 1990S**
— A LEGACY SPIRIT WAITING TO BE REBORN

**63% OF TOP-TIER VENUES
IN LONDON ARE ACTIVELY
SEEKING “NEW RITUAL
SPIRITS”** (CLASS BAR INSIGHTS 2025)

**THE LUXURY SAMBUCA
MARKET DOESN'T EXIST**
— WE WILL OWN “LUXURY SAMBUCA, THE
WAY GREY GOOSE OWNED “LUXURY VODKA.”

33



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“THE PRODUCT”

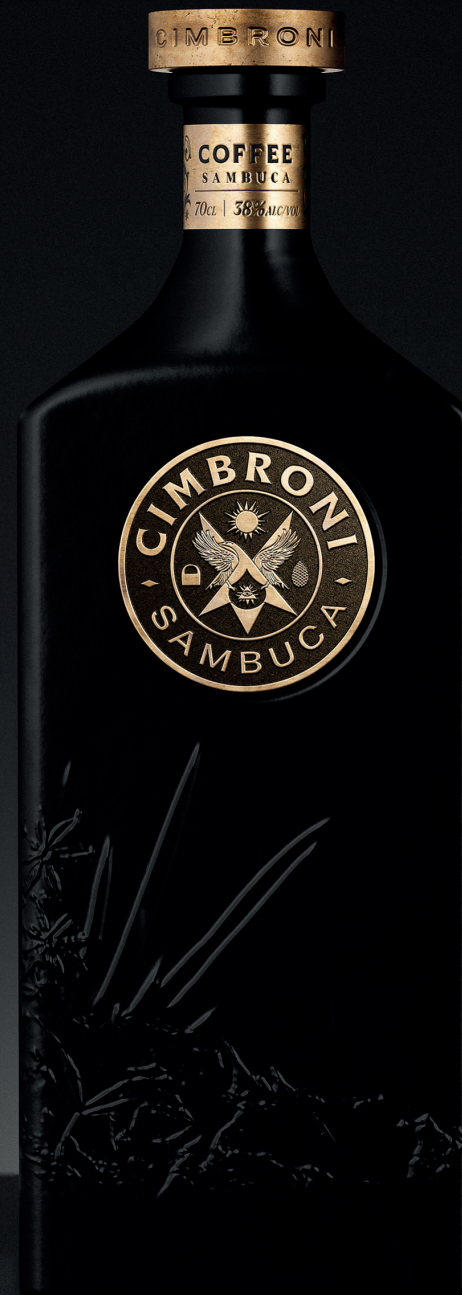
CIMBRONI 33 CLASSIC

70cl | 40% ABV



CIMBRONI 33 COFFEE

70cl | 38% ABV



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“THE PRODUCT”

SMALL BATCH. REFINED BOTANICALS.
DESIGNED FOR RITUAL.

HANDCRAFTED BY AWARD-WINNING
MASTER DISTILLERS

33 DAYS IN OAK

FINEST INGREDIENTS INCLUDING...
ORGANIC AGAVE, ORRIS ROOT,
DAMASCUS ROSE, MYRRH, PETITGRAIN,
AND ELDERBERRY

EVERY DETAIL OF CIMBRONI IS
DELIBERATE.

“THE BOTTLE”

LOOKS NOTHING LIKE SAMBUCA. ON
PURPOSE.

90% OF CONSUMERS JUDGE PRODUCT
QUALITY BASED ON PACKAGING (LIV
DESIGN INDEX).

BESPOKE LUXURY BOTTLE, HAND-
FINISHED WITH RADIANT GOLD.

WEIGHTED BASE AND TACTILE GLASS

DESIGNED TO DISRUPT BAR
AESTHETICS — MADE TO SPARK
CONVERSATION.

“WORLD CLASS INGREDIENTS”

Because as every great chef knows “**Michelin Stars Start With Ingredients**”.

Most sambuca brands rely on just star anise, aniseed, and sugar — maybe with some liquorice. They’re often one-dimensional: sweet, cloying, and overpowering. CIMBRONI’s ingredients create depth, luxury, and mystique — here’s what sets it apart and gives you a serious edge:

Ultra-pure Grain Spirit
distilled for clarity and smoothness

Organic Agave
Unexpected in Sambuca,
used in high-end tequila.

Star Anise & Aniseed
the twin pillars of sacred sambuca

Fennel -
sweet, herbal electricity

Liquorice -
darkness, depth, memory

Damascus Rose
floral, forbidden, sensual

Myrrh -
ancient, resinous, holy

Petitgrain -
green, bright tension

Elderflower -
wild and fleeting, caught in bloom

Orris Root
the soul of iris; powdery,
elegant, ethereal

Cardamom -
fire wrapped in silk

Clove -
sharp, mysterious heat

Cassia Bark
cinnamon’s darker, deeper brother

Every drop is designed to whisper, then roar. A layered, evolving flavour structure that no sugar bomb can imitate. This isn’t sweet. This is sacred.

33

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“LAUNCH STRATEGY”

ONLY FOR GODS.

FOCUSED. CULTURAL. NOT MASS.

33 BARS ONLY. (LIMITED-RUN LAUNCH CAMPAIGN)

SOCIAL-FIRST PR VIA HYPEBEAST,
CLASS, HIGHSNOBIETY, AND WALLPAPER*

INFLUENCER SEEDING (DESIGNERS, MIXOLOGISTS, DJS, CHEFS)

“ONLY FOR GODS” COLLECTION DROP: HIGH-
END STREETWEAR-INSPIRED MERCH IN ULTRA-LIMITED RUNS.

SOLD ONLY VIA SECRET DROPS TO EMAIL LIST MEMBERS.

ACTIVATION & SUPPORT

STAFF TRAINING & TASTING SESSIONS.

POS MATERIALS (MENUS, BAR DISPLAYS, CUSTOM GLASSWARE).

ANNUAL COCKTAIL CHAMPIONSHIP: WIN UP TO £5,000,
A CUSTOM BOTTLE, AND YOUR PLACE ETCHED IN THE 33RD DEGREE.

THE 33 CLUB EXCLUSIVE INNER CIRCLE. FREE EXCLUSIVE MERCH.
PLUS CUSTOM DROPS, EARLY RELEASES, AND DESIGN COLLABORATIONS.
ENTRY IS EARNED, NOT BOUGHT.



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THANK YOU

CONTACT

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**“CIMBRONI WILL
REDEFINE SAMBUCA FOR
A NEW ERA OF LUXURY.”**

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