



## GINROSA APERITIVO

Milan, Lombardia

The name is a riff on “pink juniper,” but this is not a gin: It’s a classic Milanese apéritif bitters with a history going back more than 150 years. In the 1880s, when philanthropist and entrepreneur Annunciata Bournè took over operations of the Bottiglieria del Leone, a wine shop on Milan’s Piazza San Babilà, unaccompanied women were not allowed in bars like the famous Caffè Campari. So, Bournè not only made her place female-friendly—in fact, unaccompanied men were not allowed—she devised a new apéritif: one with a pink (*rosa*) hue and a more delicately balanced bitterness in comparison to the fiery Campari.

For all its history and authenticity, Ginrosa has yet to have its “moment” in the US market. But the time has come. For all of us who’ve wholeheartedly embraced aperitivo culture, this is the moment—the era of choice and nuance in the Bitters category is upon us!

### Style

Aperitivo bitters made from the infusion of assorted botanicals in a hydro-alcoholic solution (55% abv) to extract aromas and flavors. Added to this solution is a small amount of juniper berry distillate as well as natural caramel and natural cochineal coloring (#E120). Water and sugar are added to reach desired proof level and to balance botanical bitterness.

### Essential Ingredients

Pink Juniper, Rhubarb, Sweet & Bitter Orange, Cassia, Gentian Root.

### ABV

25%

### Tasting Notes

Bright, candy-apple-red color with orange highlights, with notes of citrus and juniper layered over more herb and spice. Delicate bitterness and well-balanced sweetness, with medium viscosity. Finishes dry and spicy, with an orange-rind bitterness.

### Producer Website

[www.ginrosamilano.it](http://www.ginrosamilano.it)

[www.oscar697.com/ginrosabitter](http://www.oscar697.com/ginrosabitter)

