

GINROSA

GINROSA L'APERITIVO

Bitter L'Aperitivo

Philanthropist and entrepreneur Annunciata Bournè took over operations of a Milan wine shop in the 1880s, a time when unaccompanied women were not allowed into bars such as the popular Caffè Campari. For her place – called Ginrosa American Bar – Bournè thus made a rule that unaccompanied men were not allowed! She also invented a new apéritif for her female clientele with a pink (rosa) hue and a more delicately balanced bitterness than is found in Campari. Even today, Ginrosa closely guards its all-natural formula that's driven by conscientiously sourced pink juniper, cinchona, and other botanicals.

COMPANY: Ginrosa**CREATOR:** Annunciata Bournè**ESTABLISHED:** 1880s**REGION:** ITALY • Lombardy • Milan**STYLE:** A classic Milanese aperitivo bitters made from the infusion of assorted botanicals in a hydro-alcoholic solution 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.**ESSENTIAL INGREDIENTS:** Pink juniper; rhubarb; sweet & bitter orange; cassia; and gentian root**ABV:** 25%**CLOSURE:** Screw cap**TASTING IMPRESSIONS:** A 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**NORTH BERKELEY IMPORTS**northberkeleyimports.com