



CYNAR® FACT SHEET

CYNAR:

Cynar is a distinctive, 100% natural Italian aperitivo/digestif made from a blend of artichoke leaves and carefully selected herbs infused in an alcohol base. Its distinctive flavor is enriched from an infusion of 13 herbs and plants, making it a completely natural drink, rich in its earthy aroma and unique in its taste. As an authentic imported Italian bitter, Cynar is one of a select group of liqueurs that is finding newfound favor with consumers and mixologists in the US.

ORIGIN:

Cynar was introduced in Italy in 1952 by Angelo Dalle Molle with the slogan "Cynar, against the stress of modern life." The name Cynar is derived from a property found in artichokes, cynarin, which is believed to have digestive properties; modify taste buds to make food or drink subsequently consumed taste sweeter; and, legend has it, contain aphrodisiac characteristics. The brand is a favorite of millions in Europe and South America and is growing in popularity in North America. It continues to be produced in Italy today.

The inventor, Angelo Dalle Molle, was an Italian playboy. He was involved in the invention of the Italian electric car and had six children from six different women. He died at the age of 90, leaving his entire fortune to his secretary.

AVAILABLE SIZES AND RETAIL:

1L \$29.99

PROOF:

33 (16.5% alc./vol.)

TASTE PROFILE:

The nose is reminiscent of a herb garden in full bloom. The flavors are slightly bitter and quite herbal with a touch of sweetness.

SIGNATURE COCKTAILS:

Cynar can be enjoyed straight; on the rocks; mixed with soda, cola or tonic; or featured in drinks such as the Cynar Julep, an Italian twist on the classic Mint Julep.

AWARDS & ACCOLADES:

- Received 91 points from Wine Enthusiast (April 2014)
- BevX.com rated it 4 Stars and Exceptional (2009)