



MEZZODÌ
L'APERITIVO ITALIANO



MEZZODÌ - L'APERITIVO ITALIANO

Mezzodì is an aperitif bitter traditionally drunk as an aperitif before the meal. This is a versatile drink that contains precious herbs and succulent Italian citrus. Its taste makes it the ideal base for the creation of innumerable cocktails.

Mezzodì is made using botanical, spices and citrus fruits. In particular, orange, rhubarb, gentian, succirubian china, Cascarilla bark, chamomile flowers, centaurea minor.

Mezzodì is 100% natural: no colourings, no aromas, no preservatives!!!

Tasting Notes:

- Sight:** Clear and bright liquid of intense red color*
- Nose:** Intense aroma with hints of citrus and herbs*
- Taste:** Soft and velvety taste with citrus returns of mandarin and sweet orange with vanilla notes*
- Aftertaste:** Long and fragrant sensation, with pleasant bitter aftertaste typical of herbs*



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Mezzodì has low content of alcohol 15% as in the tradition of the aperitif bitter.

Way of Consumption:

as aperitif pure on ice

mixed with tonic water, soda or prosecco



Long Drinks & Cocktails

Mezzo Spritz

5cl Mezzodì
5cl Prosecco

Pour all the ingredients in a glass full of ice
and gently stir
A slice of orange as decoration



Mezzodì flor de spritz

2 cl Mezzodì
3cl Vecchio Amaro de Capo
3cl Grapefruit juice
12cl Prosecco
A hint of soda

Pour all the ingredients in a glass full of ice.
Add a hint of soda water
A slice of lemon and sage as decoration



Fornication

3cl Vecchio Amaro del Capo
1,5cl Bourbon
1cl Mezzodì
1cl Fresh Lemon juice
3 dash grapefruit bitter
Muddled Sage
Pinch of salt



Combine all the ingredients in shaker filled with ice.
Flute glass. Splash soda or chinotto. Burned sage
garnish.



Mezzo Soda

5cl Mezzodì
5cl Soda

Pour all the ingredients in a glass full of ice
and gently stir
A slice of orange as garnish

Trade Target Group/Segmentation

- ❖ Cocktail Bars
- ❖ Pubs
- ❖ Café serving alcoholic drinks
- ❖ 4/5* Hotels with an International clientele
- ❖ Liquor & Wine Stores



Consumer Target Group



Male/Female 20/45
Mid-high Education
Mid-high Income

MEZZODI' – POS MATERIAL

MEZZODI' PERSONALIZED GLASS

