

# RABARBARO ZUCCA®

## HISTORY OF ZUCCA

- Ettore Zucca discovered the taste and pleasantness of his famous rhubarb drink in 1845
- Rabarbaro Zucca was born as a Rhubarb base prescription for indigestion

## WHAT IS ZUCCA?

- Zucca, an Italian herbal liqueur, is an Amaro, prepared with authentic Chinese Rhubarb root, (which grows only in the mountainous regions of the Kansu Province) infused with rare, natural, secret herbs

## A FIELD GUIDE TO ITALIAN AMARO

Get to know the diverse styles and flavors of those bittersweet Italian liqueurs known as amari **SAVEUR** By [Laura Itzkowitz](#) April 13, 2018

- **The Smoky Campfire Amari:** [Zucca Rabarbaro](#) & [Sfumato Rabarbaro](#)
- The Easy-Going Aperitivi: [Campari](#) & [Aperol](#)
- The Gateway Amari: [Montenegro](#), [Nonino](#), [Vecchio Amaro del Capo](#)
- The Sweet Sicilian Sipper: [Averna](#)
- The Alpine Amaro: [Bràulio](#)
- The Artichoke-Laced Sipper: [Cynar](#)
- The Cola-esque Amari: [Meletti](#) & [Ramazzotti](#)
- The Unfiltered Amaro: [Amaro dell'Erborista](#)
- The Bartenders' Handshake: [Fernet-Branca](#) & [Branca Menta](#)





RABARBARO  
**ZUCCA**<sup>®</sup>  
 SIGNATURE COCKTAILS



**Zucca Grapefruit Spritz**

- 1 Part Zucca
- 4 Parts Prosecco
- 0.5 Part Grapefruit Soda

Add Zucca into champagne flute then top with prosecco followed by grapefruit soda. Garnish with grapefruit peel.



**Zucca Americano**

- 1 Part Zucca
- 0.5 Part Sweet Vermouth  
*(Disaronno can be a substitute for vermouth)*
- 4 Parts San Pellegrino (Sparkling Water)
- 0.25 Part Fresh Lemon Juice

Add Zucca, sweet vermouth to a highball glass over ice. Top with San Pellegrino sparkling water and fresh lemon juice. Garnish with lemon twist.



**Zu-Groni**

- 1 Part Zucca
- 1 Part Gin
- 1 Part Sweet Vermouth
- 1-2 dashes of Orange Bitters

Add all ingredients into a yari glass with ice. Stir until chilled and strain over large slow melting ice cube. Garnish with orange peel.

# BARTENDER PERCEPTION IN THE MIXOLOGY COMMUNITY

- Top mixologists in the US are utilizing amaro's in their cocktails and appreciate the complexity and quality of bitters.
- Zucca is perceived as a craft brand, and is placed on back bars at top mixology accounts across the country.

**The Amaro Category is the Hottest in Spirits, Experiencing Double Digit Growth in Both Volume & Value\*  
 Zucca is poised to Capitalize and Drive Profit!** \*IRI TTL Liquor 6/9/19



**Platinum Medal  
 "Superlative"  
 Highest Rated Amaro**

## AMARO CATEGORY SHELF SET



ZUCCA RABARBARO	
Size	750ml
Proof	60
Bottles/Case	6
Package UPC	05003703375 5
Shipper SCC	1005003703375 2

**ENJOY ZUCCA RESPONSIBLY**

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