

BAL·SAM  
/BAHL-SOMM/

1. 18TH CENTURY EUROPEAN BITTERSWEET SPIRIT PRIZED TO THIS DAY AS AN HERBAL PANACEA. COUSIN TO VERMOUTH AS EARLY BOTANICAL MEDICINE.

A·MAR·O  
/UH-MAH-ROE/

1. BITTERSWEET LIQUEUR MADE FROM ROOTS, SPICES, DRIED FRUITS AND BITTER HERBS, ORIGINALLY CREATED AS MEDICINAL SPIRITS, NOW THE DARLING OF THE NEW COCKTAIL RENAISSANCE.

**B**ottled at 88 proof in a hand-dipped 375 ml bottle, BALSAM AMARO® combines the world class botanical sourcing of Rodrick Markus of Rare Tea Cellar, the formulation and mixology expertise of HUM Spirits creator and founder Adam Seger CCP, and the alchemy of Master Distiller Barry Young of Boyd & Blair Potato Vodka®, the worlds highest rated vodka by the acclaimed spirits guru F. Paul Pacult.

With a base of Champagne yeast-fermented Pennsylvania potatoes copper pot distilled to 151 proof, and filtered through coconut shell charcoal, this luxuriously smooth and powerful canvas is infused with a propriety blend of Rare Tea Cellar Pu-ehr teas, dried fruits, exotic citrus, whole spices, wormwood and European roots & herbs traditional to 18th Century vermouth formulations.

It is balanced with raw cane sugar so that when added 1 part BALSAM AMARO® to 3 parts wine, the result is a Wormwood based sweet vermouth with the bittersweet structure to make a classic Manhattan, Negroni or Americano cocktail.

Think of BALSAM AMARO® as everything that is in a fine Italian sweet vermouth, except for the wine.

It is also exceptional with soda and a twist before dinner, on the rocks after dinner, or superb when 3/4 oz. of chilled BALSAM AMARO® is added to a flute of bubbly. Think "Instant Champagne Cocktail."

BE·SPOKE  
/BƏ·SPŌK/

1. (OF GOODS, ESPECIALLY CLOTHING) MADE TO ORDER.

"A BESPOKE SUIT"



WITCH DOCTOR

Fill a highball with ice. Add 3/4 oz. each Boyd & Blair Potato Vodka® and BALSAM AMARO®. Top with tonic, garnish with lemon & mint.



AFTERNOON DELIGHT

Fill a fun glass with ice and your favorite red wine. Top with 45ml (1.5 oz.) BALSAM AMARO®. Garnish with a lime.



ROYAL WISDOM

Fill a champagne flute with bubbly. Top with 30ml (1 oz.) chilled BALSAM AMARO® & garnish with an orange peel.

VER·MOUTH  
/WERMUT/

1. AN AROMATIZED, FORTIFIED, WORMWOOD INFUSED WINE FIRST BOTTLED IN TURIN IN 1786 BY ANTONIO BENEDETTO CARPANO.



BALSAM & BRANDY

Pour 30ml (1 oz.) BALSAM AMARO® into a snifter. Float 30ml (1 oz.) of Pisco, Cognac, Brandy or Armagnac.



BESPOKE MANHATTAN

Combine 10ml (1/3 oz.) BALSAM AMARO®, 30 ml (1 oz.) fine wine & 75ml (2.5 oz.) Bourbon. Stir 33 times & strain into a chilled cocktail glass. Garnish with a homemade or Luxardo cherry.