



# PICCO ROSSO

## Liquore Vigorosamente Aromatico

**ORIGIN:** Trentino, Italy

The history of the Foletto Pharmaceutical Laboratory begins with the progenitor Giovanni, a pharmacist who began production in 1850 in Ledro, a small valley in the heart of the Alps, at 650 m.s.l.m. in Trentino, a few kilometers from Riva del Garda. Specialized in the preparation of medicinal liqueurs and bitters, starting from vegetable drugs (roots, leaves, flowers), as well as in preparation of endemic fruit syrups (Raspberries, Blueberries, Strawberries, Ribes) derived from the Ledrense flora. Giovanni was the creator of the "Diario dello Speziale", updated and integrated continuously with the new recipes that were developed by the successors.

He was succeeded by his son Angelo, a botanical pharmacist who gave the imprint of industrial activity to the ancient small scale preparations developed until then. To give continuity and to project in the modern age the company was the son Achille, inventor of the PICCO ROSSO®.

The reins of the company were taken in the '90s by the sons of Achilles: Alberto, Annamaria and Chiara also pharmacists who maintain unchanged the philosophy of production and the ancient secrets of the preparations that even today are a reference point for quality and reliability in the world of liquors. The fifth generation of apothecary pharmacists has entered fully into the company's operations since 2012.

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## Tasting Notes

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### **BOTANICAL INGREDIENTS**

In 1940 Dr Achille, after years of testing, made Picco Rosso with the aim of reviving the spirit of soldiers taking part in the Second World War. The two botanical ingredients that characterise it are among the best that the Dolomites have to offer: raspberries and wild strawberries. To reach optimal organoleptic harmony, it takes 22 months to process and age.

### **AROMA**

Sparkling alpine top notes, with strong aromas. Notes of red fruit at its heart with hints of liquorice. Base notes surrounding vanilla and cotton candy.

### **TASTE**

The raspberry-strawberry notes delicately caress the tongue that feels a very aromatic, smooth and sweet texture. During tasting it releases all its personality and reveals the intent of its inventor to make a liquor that motivates the soul through an intense thermogenic sensation. The final sensation is an extraordinary round and sensual consistency that dramatically reduces the perception of the 61° alcohol content.

### **USE**

Served at room temperature, it expresses all its character and personality. Served with ice, it has a more linear, sensual palate. Excellent in mixes; Its very characteristic aromatic notes and strong alcohol content allow Master Mixologists or Bartenders to use small quantities and give a special hidden flavour to a cocktail/aperitif. It can also be used in gourmet recipes (semifreddos, mousses).

### **Picco Rosso**

12 x 700ml x 61%vol.

