

ITIL Trading

Exhibiting for the first time at Riga Food 2010, ITIL Trading is looking for distribution for their exclusive range of Italian Liqueurs and FAB (Flavoured Alcoholic Beverage). Delegates will be able to meet the brand owners of all products represented by ITIL Trading to gain an insight into the successes already being enjoyed in the international marketplace.

Lorenzo Inga Selection- My Sambuca

In the early 1930's, Lorenzo's great grandpa, Gaetano Inga, who was born in Noto, Sicily produced liqueurs, brandies and Marsala wine. Before he moved to the north of Italy Gaetano Inga began to make a delicious liqueur from an infusion of alcohol and anise seeds combined with other secret ingredients. This liqueur was later to become known as Sambuca and became so popular worldwide. Lorenzo Inga has re-elaborated the ancient formula and is presenting My Sambuca, an original Sicilian liqueur made from the finest ingredients with original design label, and a very smooth tasty juice at only 38% Vol, probably one of the finest premium Sambucas being launched in the worldwide markets today.



Complimenting My Sambuca is the Lorenzo Inga Selection range:

Limoncello

An exquisite Limoncello made with Sicilian Lemons to an age old family recipe and not to a price. We believe this is the finest Limoncello on sale in the UK today.

Amaretto

Lorenzo Inga Amaretto has been specifically created to challenge the market leading Amaretto brand both on presentation and liquid quality.

Nonno Tano

A new addition to the Inga family's liqueur offering, blending Apricot and Peach flavours with Amaretto to produce a truly unique liqueur which can be served straight, over ice or even from the freezer like a Limoncello.

My Grappa

A superb aged Grappa made with four different grape varietals and aged for a minimum of two years in French Oak Barriques. Lorenzo uses his family's extensive knowledge of Grappa production to keep the Methanol content as low as possible insuring the smoothness of the ageing process.



Duomo® Sambuca and Samburetto®

With a passion for spirits and a discerning eye on the market, Straight Up Drinks was founded by entrepreneur and industry aficionado Mr. Darryl Piper. Having forged a relationship with Mr. Lorenzo Inga, a fifth generation heir of one of Italy's finest spirit producers, Straight Up Drinks has spearheaded the growth of Sambuca as a category in the United Kingdom. By adding a fine range of flavoured varieties which include the unique liqueur Samburetto- a magical blend of Sambuca and Amaretto. Straight Up Drinks has invigorated the Sambuca category engaging the consumer and creating broader appeal. The Duomo Sambuca range can be enjoyed straight, over ice or even better as a long drink with your favourite mixer.

The Duomo Sambuca range is available in the following flavours:

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| Traditional 6x70cl | Fruit Medley 6x70cl |
| Raspberry 6x70cl | Sour Apple 6x70cl |
| Black Licuorice 6x70cl | Summer Pear 6x70cl |
| Violet 6x70cl | Samburetto® 6x70cl |



Duomo BUCA®

Always looking to capitalise on market trends Straight Up Drinks have created another 'first'. Duomo BUCA is a delicious blend of Duomo Sambuca with Raspberry and Cranberry flavour. Beautifully packaged in a 275ml bottle Duomo BUCA is ideally placed to be served in busy bars and clubs when speed of serve is important. Ultra refreshing and a welcome alternative to a burgeoning Vodka based ready to drink market.



For distribution, stockist details and image requests please contact:

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