

****FOR IMMEDIATE RELEASE****

MELETTI 1870: PAYING HOMAGE TO THE PAST

Meletti Introduces 1870 Bitter Aperitivo To Portfolio

GLEN ROCK, NJ, February 3, 2015 – Inspired by his family’s legacy of producing artisanal Italian cordials, Matteo Meletti has developed a traditional bitter aperitivo called 1870.

Named after the year in which the distillery was founded in Ascoli Piceno, 1870 pays homage to the distillery’s storied past. The resurgence of traditional spirits in craft cocktails has led to an increase in demand, so fifth generation, Matteo Meletti, turned to the family’s archives and reinvented an old recipe for modern day.

1870 keeps with the family’s tradition of using the finest, natural ingredients. Sweet and bitter orange and an infusion of herbs and spices are blended with pure spirits to create a pleasantly bitter, yet refreshing aperitivo. The flavor profile is impressively complex starting with sweet citrus, moving through a bitter midpalate, and finishing with gentian, coriander, cinnamon, and clove notes.

“The renewed interest in aperitivos reflects the evolution of the American palate towards more bitter and complex drinks. It also dovetails with the resurgence in classic cocktail culture. In short, it is the perfect product at the perfect time,” says Market Street Spirits Brand Manager, Joe Landolfi.

1870 perfectly complements the distillery’s existing portfolio of limited-production artisanal cordials, aperitivos, digestivos, and liqueurs of distinctive character which includes Anisette, Amaro, Cioccolato, Limoncello, and Sambuca.

Meletti 1870 will be rolled out nationally beginning February 1, 2015. Offered in 750ml bottles at a national suggested retail price of \$25.99 through Market Street Spirits, a division of Opici Wines.

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About Market Street Spirits

Market Street Spirits is a division of Opici Wines, an importer and producer with a portfolio of over 50 brands from the United States, Italy, Spain, France, Chile, Argentina, and Hungary. The portfolio is represented nationally through distributor partners. Opici Wines was recently awarded Importer of the Year by the Wine Enthusiast. From its inception in 1913, the company has remained family-owned and operated. To learn more about Opici Wines, visit www.opiciwines.com.

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