

LUCANO®

What more could you want from life?

History:

Amaro Lucano was created by Cavalier Pasquale Vena in 1894 in the picturesque village of Pisticci in Basilicata, Italy. Today, as the brand celebrates its 120th Anniversary, their secret recipe that uses more than 30 local herbs and spices remains unchanged and only trusted family members, today the 4th generation, participate in the final stages of production to ensure its continuity and confidentiality. Amaro Lucano has been recognized worldwide over many years for its quality, earning a Gold Medal at the San Francisco World Spirits Competition in 2014 and a Silver Medal at the Concours Mondial de Bruxelles. Amaro Lucano's iconic Italian marketing campaign, "What more could you want from life? LUCANO!" has been instrumental in propelling Lucano to one of the most recognized Amari in Italy. The quality, versatility, and commitment to tradition have created a worldwide platform for Lucano to be the best in its class.



"One of Italy's most famous amaro producers, Lucano is launching its new Anniversario variety in early 2016. Made using a recipe found in an ancient manuscript, the amaro is a blend of more than 30 herbs."

- 2016 spirits preview: New releases and tasting rooms

Year Founded: 1894
Name of Founder: Cavalier Pasquale Vena
Name of Proprietor: Pasquale Gerardo Vena
Annual Production: 2,000,000 Bottles
Area of Production: Pisticci

Amaro Lucano Anniversario - The Celebration of a Classic

Obtained using a recipe found in an ancient manuscript by Cav. Pasquale Vena, Amaro Lucano Anniversario is the result of a careful blend of more than 30 herbs to produce an amaro with 34° ABV, an intense aroma and herbal echoes of absinthe, gentian and holy thistle. This full bodied, intense Amaro Anniversario is an ideal after dinner drink to be enjoyed neat or on the rocks and is the perfect base for many popular cocktails. This prestigious version of the Classic Amaro Lucano celebrates the 120th anniversary of the founding of the company.