





It draws inspiration from Italian aesthetics. It reflects the spirit of Made in Italy which crosses cultures and continually seeks to evolve into the most original forms. It fosters a lifestyle in all its authentic expression.

Market Trends Major opportunity

The bitters segment is undergoing a clear evolution, moving from a niche bartender's tool to a dynamic category with relevance for both trade and consumers. For distributors and investors, this shift represents a strong opportunity to position early with brands that embody innovation and authenticity.

Key Market Trends

- **Rising Consumer Awareness:** Bitters are no longer confined to classic cocktails—they are now recognized as versatile flavor enhancers for modern mixology, at home and in premium venues.
- **Health & Lifestyle Alignment:** Herbal and botanical ingredients connect strongly with today's wellness-focused consumers, making bitters relevant beyond the bar.
- **Innovation & Differentiation:** New flavor profiles, artisanal production, and design-led packaging are elevating the category into a premium space.

Introduction

Introducing Bitter Cedrino: A New Chapter in the Mediterranean Spirits Journey

After nearly three years since the launch of Seatrus Gin Acqua di Mare, the gin that redefined Italian craftsmanship by combining Cedro D.O.P. from Calabria with purified Sardinian sea water, Sea Spirits Trade is proud to unveil the next evolution in its portfolio: Bitter Cedrino.

This new expression marks Sea Spirits' entrance into the Aperitivo category — a world deeply rooted in Italian tradition, now reimaged with a bold Mediterranean spirit.

Bitter Cedrino is a distinctive bitter liqueur created by infusing a refined blend of Mediterranean herbs with the unmistakable aroma and taste of Calabrian Cedro and a touch of mineral-rich Sardinian sea water. The result? A flavor profile that is at once bright, complex, and refreshingly modern. Its striking emerald green color adds a visual statement to the category, signaling a new wave of Aperitivo culture.



Point of Difference 1

CEDRO (CEDAR)

is the fruit of the most beautiful tree that grows in the Riviera dei cedri, south of Italy, Calabria.

It has divine origins and traditionally used as the main ingredient of many local recipes like candies extract, syrups ,liqueur , soft drinks but also into the pharmaceutical use like perfume.

The Jewish tradition celebrates the cedro as a heavenly fruit and it follows that the Riviera of the cedars is the paradise of the Jews. Also because almost all of the national production of cedro comes from here and, needless to say, the best variety, the Liscio Diamante di Calabria, is born and grows here, Santa Maria del Cedro, Italy.

The logo is a circular emblem. It features a rainbow with a thick yellow band in the center, set against a background of a beach scene with waves and sand. The word 'Bitter' is written in a cursive script above the word 'CEDRINO', which is in a bold, dark green, sans-serif font.

Bitter **CEDRINO**

Point of difference 2

PURIFIED SEA WATER

used for Seatrus gin acqua di mare, and
now for bitter Cedrino too,
comes from a specific point
in the Mediterranean.

Taken at a minimum depth
of 40 meters where the water is not
contaminated and constantly
regenerated by sea currents.

Taken to the laboratory where it is
treated for purifications and made it
drinkable for humans.



Point of difference 3

CREATIVE DESIGN

More than a caps closure.

True to the brand's DNA, the packaging of Bitter Cedrino stands out. Following the innovation of Seatrus Gin, which features a real, working compass embedded in its stopper, this new bottle introduces another original functional detail — a tool crafted not only to intrigue bartenders but also to engage consumers in a sensory ritual.

What's inside the Shaker

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Be ready to experience a new taste. A new color. A new ritual.

Brands Portfolio



SEATRUS

GIN ACQUA DI MARE



The Gin
COLLECTIVE MARK



Guild
Member



SEA SPIRITS TRADE LTD

COMPANYNUMBER:

13445356

VAT : GB421496894

owns all the legal right on Seatrus Gin
Acqua di Mare & Bitter Cedrino: name
distribution and recipes.

The Gin & Bitter is produced and bottled in
Italy by the Antica distilleria Quaglia (To)

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