

THE NEW WAY OF SPRITZ



SOON AVAILABLE ON
DISTRIBUTION

BITTER CEDRINO

THE NEW RELEASE BY SEA SPIRITS TRADE

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 REIMAGINED 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.

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.

IDEAL FOR ELEVATING THE SPRITZ AND GIVING DEPTH TO MODERN COCKTAILS, BITTER CEDRINO BRINGS VERSATILITY AND CREATIVITY BEHIND THE BAR AND AT HOME. ITS NATURAL BITTERNESS, HERBAL COMPLEXITY, AND CITRUS BRIGHTNESS MAKE IT A COMPELLING CHOICE FOR THOSE WHO SEEK SOMETHING BEYOND THE ORDINARY.

BE READY TO EXPERIENCE A NEW TASTE. A NEW COLOR. A NEW RITUAL.

BITTER CEDRINO IS HERE.

