



HAVE AVERNA

For decades Averna, Italy's #1 Amaro, has been enjoyed and appreciated mainly in the digestivo arena. The spirits industry in the United States is ever-changing: cordials and liqueurs are fast becoming the third leading category in the market; bartenders are becoming 'bar chefs' and are constantly searching for products with great potential for mixability and diverse flavor profiles; and the bar scene itself is intently pursuing the next hot drink which has helped spawned a whole subsection within the spirits industry, where mixologists are developing their own spirits

Amaro Averna has both mixability and diverse flavor profiles that sought plus a compelling history and commitment to quality. Thus, in response to the industry trends, Averna, together with DSWE, launched the nationwide HAVE AVERNA campaign.

In this brief survey, please share with us your service experience with and impressions of Amaro and Sambuca categories. We are very interested in the rising demand of boutique and artisanal spirits and the blossoming cocktail culture in the U.S.

In appreciation for completing the survey, those restaurants which already have Amaro will be presented with the line extension. For those that have no AVERNA products, the traditional Amaro will be presented.

Thank you for participating in the HAVE AVERNA campaign survey.

Does your restaurant currently carry Averna Amaro or Averna Sambuca?

Yes No

Does your restaurant currently carry any Amaro or Sambuca?

Amaro

Fernet Cynar Montenegro

Other _____

Sambuca

Romana Molinari Ramazzotti

Other _____

How frequently do your customers order 'digestivi' or after dinner drinks?

Often Sometimes Never





Comments:



Which styles or brands of 'digestivi' or after dinner drinks are most often requested?

What type of customer typically orders 'digestivi'?

Female Male

21-30 31-40 41-50 51-60 61+

Comments:

Has your establishment ever mixed cocktails with Averna (or other amaro) as a base ingredient?

Yes No

Has your establishment ever mixed cocktails with Averna Sambuca (or any Sambuca) as a base ingredient?

Yes No

Have you ever tasted a Vertigo?

Build in a highball glass:

- 0.5 oz. lemon juice

Add ice, fill to near top with:

- ginger ale

Stir, float:

- 2 oz. Averna

Garnish with a lemon, serve.



Are you interested in learning more about Averna products and cocktails?

Yes No

