



Bitter Ginrosa - 25% vol.

 The iconic Milanese aperitif with unmistakable taste

 History and production

The **Bitter Ginrosa** is a historical symbol of the Milanese aperitif, born in the heart of the city in the eponymous 'Ginrosa' bar, located in Galleria San Babila. This secret recipe, handed down over time, combines selected herbs and spices, creating a unique liqueur. Its moderate alcohol content (25% vol.) makes it perfect both to be enjoyed neat and as an ingredient for refined cocktails.

 Colour and texture

To the eye, Bitter Ginrosa has a bright, intense and captivating ruby red colour. Its texture is soft and velvety, with a slight density that enhances its persistence on the palate.

 Perfume

The aromatic bouquet is enveloping and complex, with dominant notes of citrus, bitter orange and grapefruit peel, followed by a spicy and slightly herbaceous undertone. Delicate hints of rhubarb, cinchona and gentian are perceived, adding depth and character.

 Taste

In the mouth, Bitter Ginrosa is balanced between sweetness and bitterness. The entrance is soft and enveloping, with a pleasant citrus and floral sensation. Following this, herbaceous and spicy notes emerge, giving a dry, clean and persistent finish, with a delicate bitter aftertaste that invites the next sip.

 Modes of consumption and pairings

Bitter Ginrosa is extremely versatile and can be tasted in different ways:

- **Smooth** with ice and an orange peel to enhance the aromatic profile.
- **Mixed in cocktails** as the classic **Negroni**, the historical **American** or the cooler and lighter **Spritz Ginrosa** with prosecco and soda.
- **Paired with snacks and aperitifs** such as delicate cold cuts, fresh cheeses, crostini with butter and anchovies or Taggiasca olives.