

ST. GEORGE

BRUTO AMERICANO

Decisively
woody and piney,
light and dry with bitterness
that lingers in a pleasant way.
— San Francisco Chronicle



OVERVIEW Ready for a bigger, better, bitterer bar? Say hello to Bruto Americano! Inspired by distiller Lance Winters' formative experiences growing up in California in the 1970s, Bruto is a bitter aperitivo liqueur like no other. This uniquely American take on a classic Italian style of spirit is defined by its bitter backbone; citrus high notes; and a sylvan, incense quality that intrigues.

WHAT'S IN IT A variety of herbs, roots, and other botanicals. Though the exact number of ingredients and formulation are proprietary, we will say that gentian root drives the bitterness, California-grown Seville orange imparts bright citrus flavor, and balsam fir and *Cascara sagrada* (bark from the California buckthorn) contribute some of the woody notes.

HOW IT'S MADE Some ingredients are hot-steeped, others are cold-infused. The resulting mixture is filtered and then colored in the traditional manner with cochineal to achieve a natural ruby red hue.

TASTING NOTES Vibrant citrus, with notes of cinnamon, sandalwood, and forest on the nose. Initial palate entry is bitter, followed by an herbaceous mid-palate and lingering bitter/citrus finish.

HOW TO ENJOY Bruto and soda is a brilliant session drink. We also recommend Bruto in a Negroni, in a Boulevardier, and in your favorite Spritz recipes.

ABOUT THE NAME The name Bruto Americano (more or less, a crass American) is a tongue-in-cheek reference to the fact that we're unorthodox American distillers riffing on a traditional Italian style of spirit.

ABOUT THE LABEL Inspired by Italian modernism, the label was a collaboration between master distiller Lance Winters, head distiller Dave Smith, and bartender/graphic designer Brandon Josie.

SPECS

ABV: 24%

Format: 750 ml

Cases: 6 x 750 ml

ABOUT ST. GEORGE SPIRITS

California's St. George Spirits was founded in 1982. Over more than three decades, the distillery has grown into a diversified operation with a portfolio that includes single malt whiskey, agricole rum, absinthe, and several gins, vodkas, brandies, and liqueurs. Called "a leading light in the American artisanal spirits movement" (*Whisky Advocate*), St. George has also been inducted into the *Spirit Journal* Hall of Fame, honored with the 2015 Craft Whiskey Producer of the Year award by *Whisky Magazine*, and named "best craft distillery in America" by *Thrillist*. Its spirits are available widely across the US and internationally. The distillery is open to the public for tours and tastings and hosts ~30,000 visitors each year.

BRUTO AMERICANO COCKTAILS



BRUTO & SODA

2 oz Bruto Americano
2 oz soda water (we like Q)

Pour Bruto in a tall glass filled with ice, then top with soda and stir. Garnish with grapefruit peel.

RECIPE: OUR FAVORITE BRUTO SESSION DRINK. HARDLY A RECIPE... BUT A WINNER NONETHELESS!



CALI SPRITZ

1 oz California Chardonnay
¾ oz Bruto Americano
¾ oz fresh pink grapefruit juice
2 oz soda water

Combine ingredients in order, fill glass with pellet ice. Express grapefruit peel over the top of the drink then insert peel vertically down side of the glass. Serve with a straw.

RECIPE & PHOTO: JON SANTER, PRIZEFIGHTER, EMERYVILLE



CAPTAIN AMERICANO

1½ oz Bruto Americano
1 oz sweet vermouth
soda water

Fill a highball glass with ice, add Bruto and sweet vermouth, top with soda, then gently stir to mix. Garnish with an orange peel. Repeat!

RECIPE: OUR UPDATE TO A CLASSIC AMERICANO

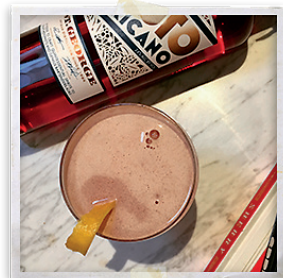


AMERICAN WEREWOLF

1½ oz St. George Terroir Gin
1 oz Bruto Americano
¾ oz sweet vermouth

Stir all ingredients with ice to chill, then strain and serve on the rocks. Garnish with fresh rosemary.

RECIPE: A NEGRONI VARIATION WITH AN HERBACEOUS KICK



PAPER PLANE

¾ oz Bruto Americano
¾ oz Amaro Nonino
¾ oz bourbon
¾ oz fresh lemon juice

Shake all ingredients with ice in a cocktail shaker, then strain into a chilled coupe.

RECIPE: OUR SPIN ON SAM ROSS' ORIGINAL RECIPE



BRUTO MEXICANO

2 oz Del Maguey Santo Domingo Albarradas
¾ oz Maurin Quina
½ oz Bruto Americano

Stir all ingredients with ice to chill, then strain and serve on the rocks. Garnish with a brandied cherry.

RECIPE: RYAN FITZGERALD, ABV, SAN FRANCISCO