

# FERNET FENETTI



@dubarbrasil

## AUTHENTIC FERNET FROM A TRUE ITALIAN TRADITION

### DUBAR HISTORY

Dubar was founded in 1913 by the Antarctica Paulista Company, a great brewery that has brought to Brazil a sophisticated German technology for a beverage production.

Today, Dubar has its shareholding control with the Marie Brizard Wine & Spirits Group, continues with a tradition factory in Jundiaí, São Paulo, Brazil, following a quality control that allows the use of a mixture of natural ingredients and a unique standard of superiority throughout its product.

Dubar, part of the history of Brazil for more than 100 years!

### FERNET FENETTI

Fernet was created by the Italian Fenetti family, who immigrated from Toscana to Brazil which has the largest Italian community outside Italy.

Made in Brazil 100 years ago, Fernet unique and closely guarded recipe made of over 30 herbs and spices has been passed down through 10 generations.

### PRODUCT FEATURES

- A secret blend of finest herbs and spices (like licorice, gentian, mint, absinto romano, cardamom, ...) with medicinal properties and health benefits
- An exceptional freshness and a true bitter Italian like Fernet
- 100% natural ingredients - no addition of any aromas, or preservative
- Sugar cane base

### WHY FERNET?

- Authentic Fernet for today's sophisticated drinkers who appreciate Mediterranean culture and cuisine and looking for refreshing digestive
- # 1 Fernet in Brazil
- Accessible: ideal for cocktails and long drinks, fair price
- High margin opportunities

### COCKTAIL STRATEGY

In Brazil, it is popularly enjoyed along with its favorite cachaça, known as "Rabo de Galo".

In Italy, a mixture of Fernet and Cola with plenty of ice has become a big hit. Fernet Fenetti with Soda Lemonade, or "Club Soda", is ideal for lovers of less sweet drinks.

Fernet Fenetti pure with crushed ice: an excellent choice!

**\$19.99 SRP**

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