



***Amaro Lucano announces “World Amaro Day”:  
a special day to celebrate the excellence of one of the most  
appreciated typical Italian drinks in the world.***

Milan, 17 April 2024 – Amaro has always represented the ideal post-meal drink, an authentic convivial ritual handed down from generation to generation. Today, this special moment is enriched by the growing popularity of amaro-based cocktails, an increasingly popular choice among mixology lovers.

**On the occasion of the 130th anniversary of the birth of Amaro Lucano, the Lucano Group is introducing World Amaro Day:** an anniversary designed to celebrate one of the most widely consumed spirits in the world. Born as a medicinal infusion, over time it has become the best known and best loved after-meal drink, a typically Italian product, rooted in our country's herbalist tradition.

With the aim of celebrating the excellence and authenticity of a liqueur known all over the world, it will be an **international day dedicated to spreading the Italian heritage and tradition of the famous digestive.**

During the **Made in Italy Week**, scheduled **from 11 to 17 April**, dedicated to the excellence of Italian manufacturing, Lucano 1894 is promoting this important initiative meant to celebrate one of the iconic products of "Italianity" in the world: the amaro.

World Amaro Day is an **invitation to recognise and value the artisanal heritage that distinguishes the production of Italian amaro**, but also an opportunity to **raise awareness of bitters production techniques, the importance of the local herbs and spices used and the craftsmanship that characterises the production of these liqueurs.**

By promoting a special day dedicated to bitters, Lucano 1894 wants to offer the opportunity for gourmets to **celebrate and appreciate the richness and variety of these distillates**, but also to **involve all companies and small producers** to participate in a collective celebration on a special day.

*"We decided to devote a special day of the year, namely **28 October**, to the celebration of the history and craftsmanship excellence that distinguishes bitters. We want to offer an opportunity for enthusiasts to appreciate the diverse and enveloping flavours of this distillate that embodies the essence of Italian conviviality. This is why we are calling together all the manufacturing companies to celebrate this common heritage that contributes to characterising the most authentic spirit of our country"* declares **Francesco Vena, Managing Director at Lucano 1894.**

**2024 marks the 130th anniversary of the birth of Amaro Lucano, the historic liqueur rooted in a**

**LUCANO 1894 S.R.L.**

con socio unico

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deep local tradition, which over time has become one of the most important national companies in the production and marketing of spirits. 130 years after its creation, the secret recipe continues to be the most precious treasure of the Vena family, now in its fourth generation, handed down as the cultural heritage of a region and its people.

### **About Lucano 1894**

Lucano 1894 is the historical company that, starting from a liqueur born from the deepest local tradition, has become one of the most important national groups in the production and marketing of spirits.

Amaro Lucano was born in Pisticci (Matera) at the end of the 19th century thanks to the intuition of its young founder, Pasquale Vena; a bitter with a balanced taste that was so successful that it made them official suppliers to the House of Savoy. After a temporary halt due to a production stoppage for lack of raw materials during the Second World War, the famous bitter continued its expansion from a local company to an entrepreneurial business appreciated throughout Italy. Amaro Lucano is among the first forerunners in advertising, with numerous investments in communication on new products and markets, starting with the famous and best-known claim 'What more could you want from life? A Lucano!'. Today, Lucano 1894 employs around 60 people at its headquarters in Milan, flagship stores in Pisticci, Matera and Bari, the company museum 'Essenza Lucano', and the factories in Pisticci Scalo and Vico Equense, where Limoncetta di Sorrento is produced.

From 1894 to today, Amaro Lucano has become a large industrial group, but still strongly tied to its origins and the Lucanian region. The Vena family, still at the helm and now in its fourth generation, has opened the door to experienced managers and consultants, continuing to be active on the international market in terms of extraordinary operations and constantly growing in terms of market numbers and financial figures.

Amaro Lucano is enrolled in the Register of Historical Trademarks, established in 2019 by the Italian Ministry of Economic Development, and since 2021 it has been a founding member of the Historical Trademarks Association.

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