

AMARO CANAJA



amarocanaja.it



Index

Who We Are	4
The Origins of the Term “Canaja”	6
Let’s Get to Know Each Other Better	8
An Amaro for Mixing	10
The Recipe Book	12
Available Formats	14
Why Choose Amaro Canaja	16
Technical Data Sheet	17



Who We Are



4

The Palazzigialli s.r.l is engaged in wholesale trade of alcoholic beverages and has been operating in the beverage sector since 2008. The company is headquartered in the Marche region, in Senigallia, in the province of Ancona. Within the Marche region, in the nearby town of Corinaldo, you can find Marasco Liquori s.r.l, an artisanal factory with years of experience in liquor production.

From the collaboration of these two companies, Amaro Canaja is born, a product that is the result of extensive research for the best available raw materials and a production and marketing philosophy centered around quality, integrity, and passion.

Our goal is to increase awareness of the use of amaro in the world of mixology across various sectors of the hospitality industry and expand our brand into various channels to become a reference point in the current market trend, which sees low-alcohol cocktails (low ABV) as the new frontier of mixology.



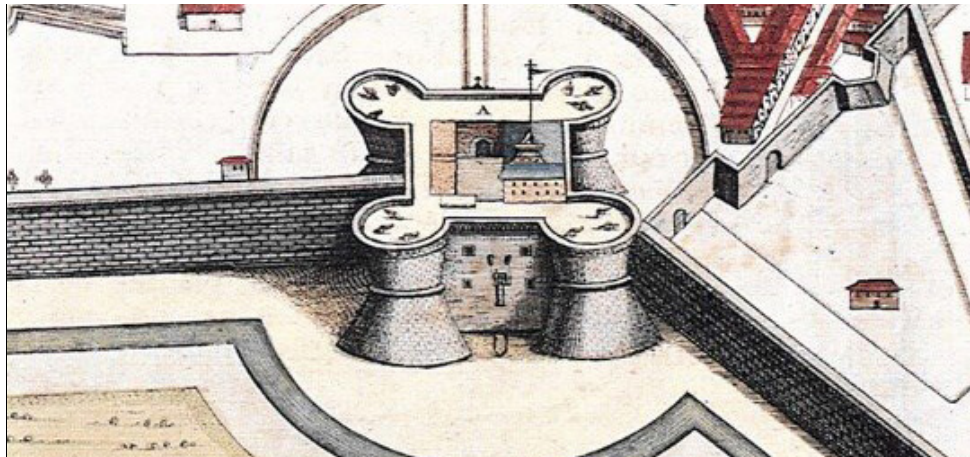
The Origins of the Term “Canaja”



6

It was in 1450 when Sigismondo Pandolfo Malatesta, whose rule had significantly reduced the population of Senigallia due to malaria, decided to breathe new life into the city, which was now in total decline, by enacting an intriguing edict. The idea was to repopulate the city by attracting many individuals who had pending legal matters, known as “canaja,” with the promise of amnesty, and many Jews with promises of trade advantages. This significant presence, along with the numerous convicts, gave rise to the saying:

“Senigallia, half Jewish and half canaja.”



Let's Get to Know Each Other Better



8

Amaro Canaja is characterized by a meticulous selection of botanicals that provide the product with a complex taste and an enveloping aroma, making it appealing to a wide and diverse range of consumers. Amaro Canaja has a warm color, with the sweetness balanced by the fragrances of herbs, spices, and roots, giving the product a “sweetly bitter” character that finishes with a slightly spicy note.

It's a balanced, round, and delicate amaro where alcohol adds structure without overwhelming the palate, making it an easy-to-enjoy product. Amaro Canaja unfolds on the palate with citrus notes and hints of spices thanks to its botanicals: lemon, bergamot, pimento, cloves, and ginger, providing an interesting and unique succession of sensations.

These characteristics make it a versatile product, excellent as a classic digestif after meals, to be served chilled at a temperature of 3-6°C to allow it to express all its nuances, or with ice, garnished with a citrus peel. It's also a valuable ingredient for bartenders.



An Amaro for Mixing



10

In recent years, amari have expanded their influence, gaining an increasingly important role in mixology, where they are used as a base spirit or flavoring ingredient in cocktails.

With a modern character focused on the sweet-bitter balance, Amaro Canaja is an herbal liqueur with spices and roots (alcohol by volume 28%) that fits into the Italian tradition but interprets it with a contemporary style. Thanks to its soft, balanced, and refreshing flavor profile, it is an ideal ingredient in the world of mixology.

We've developed a simple, quick, and easily replicable drink list that allows you to showcase Amaro Canaja in its diverse serving possibilities. You can use it as inspiration for creating your signature drinks or to present Amaro Canaja in various serving options.



The Recipe Book



12



We always remember that quantities can vary depending on personal taste or the standards set by the establishment.

CANAJA TONIC: 5 cl Canaja + top tonic water

Service: highball glass.

Garnish: lemon zest.

CANAJA MULE: 5 cl Canaja + 3 cl lime juice + top ginger beer

Service: copper mug or lowball glass.

Garnish: lime wedge.

CONTE CANAJA 3 cl Canaja + 3 cl bitter + 3 cl red vermouth

Service: lowball glass.

Garnish: orange wedge.

MARACANAJA 5 cl Canaja + 3 cl lime juice + 1.5 cl passion fruit + top ginger beer

Service: tiki glass or highball glass.

Garnish: half passion fruit + sprig of mint.

MALANDRINO 5 cl Canaja + 5 cl bitter + top ginger beer

Service: lowball glass.

Garnish: orange zest.

PLAYA CANAJA 5 cl Canaja + 3 cl lime juice + top pink grapefruit soda

Service: highball glass.

Garnish: grapefruit wedge.

Benefits of using it in mixing: With a 70 cl bottle of Amaro Canaja, assuming an average usage of 5 cl per cocktail, you can create 14 drinks, thereby increasing the profitability of the establishment.”

Available Formats



14

DIFFERENT FORMATS TO MEET VARIOUS COMMERCIAL NEEDS:

70 cl – Amaro Canaja – the classic bottle: This is the first format produced by the company, the classic 70 cl bottle with its unmistakable yellow label. The bottle's natural shape is simple and recognizable, featuring a long, practical neck that is easy to handle, especially for pouring. It also has a pre-threaded cap chosen to reduce waste and provide greater precision. The back label contains history, curiosities, tips, and information to be read and discovered.

20 cl – Mini Canaja – the small one from the house: The second format produced, designed for tastings, gifts, and collections. It offers the same quality but with a different style; deliberately differing in shape and materials from the classic format, giving the small one from the house a distinct character.

200 cl – Gran Canaja – the maxi format: This capacious format, with its lines reminiscent of the classic large bottle, appeals to a public that not only values quality but also quantity. Its size is also ideal for all those commercial activities that like to serve and pamper their customers, perhaps after a meal, with a product that offers an excellent quality-to-price ratio.



Why Choose Amaro Canaja



16

- ◆ Expansion of the Product Range and Offering: Amaro Canaja allows you to diversify your product range and offer your customers a product known for its quality and authenticity in a growing category.
- ◆ Excellent Quality-Price Ratio: It offers a great quality-to-price ratio, which positively impacts profitability.
- ◆ Versatile Product for Multiple Uses: It's a flexible product suitable for both sipping straight and for use in mixing cocktails.
- ◆ Versatility for Bartenders: Bartenders can use it for crafting both classic cocktails and signature drinks, providing a wider selection and customer satisfaction.
- ◆ Balanced Sweet-Bitter Profile: Its gently bitter character makes it adaptable for mixing and interesting for a broad range of consumers.
- ◆ Balanced and Engaging Flavor: It has a balanced and engaging flavor to appeal to a wider consumer base.
- ◆ Ideal for Various Occasions, Age Groups, and Genders: It's suitable for consumption in various settings, for different age groups and genders.
- ◆ Distinctive Regional Origin: Its origin from the Marche region serves as a distinctive element.
- ◆ Consistent Brand Growth: The Canaja brand's consistent growth guarantees product quality.
- ◆ Advertising Investments: Advertising investments sustain the brand's recognizability and consumer demand over time.
- ◆ Storytelling Opportunity: The Canaja brand allows bartenders to tell a unique story to their customers.
- ◆ The color of the label and the logo were designed to be easily recognizable on the shelves and in the bottle displays of various establishments.

Technical Data Sheet



17

PRODUCT TYPE:	Artisanal Amaro
MARKET RELEASE DATE:	01. 07. 2020
ALCOHOL VOLUME:	28%
AVAILABLE FORMATS:	20 cl. - Mini Canaja 70 cl. - Amaro Canaja 200 cl. - Gran Canaja
MAIN BOTANICALS:	Allspice, Bergamot, Ginger, Cloves, Lemon
PRODUCTION REGION:	Senigallia (AN) Regione Marche
COMMUNICATION:	www.amarocanaja.it Instagram - Facebook @amaro_canaja



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