



Premium limoncello brand expands into travel retail channel

Syramusa, the premium limoncello brand launched by Stock Italia earlier this year, is paving its way into the world, with a move into travel retail. Now being stocked by global travel retailer Gebr. Heinemann's at their Italian locations, the move into travel retail is important for the brand as it gives the travelling consumer an opportunity to experience the premium Italian product from the largest limoncello house in the world.

The limoncello was created after a year long collaboration with the Consortium for the Protection of the Syracuse lemons IGP. Syramusa uses the peel of the Femminello lemon, grown in the province of Siracusa, Sicily, which is renowned for its juice, zest and flavour, making it the perfect match for the production of limoncello.

Available in a painted 70cl bottle with a premium cork stopper, the name and award-winning design¹ take their inspiration from the beautiful Sicilian city of Syracuse, which is rich in Italian nature, history and cultural beauty. With a slightly higher alcohol percentage of 28% and low sugar content, Syramusa contains no colourants or added artificial flavours - it is 100 % Italian-made for your enjoyment.

While Limoncè, is the leading brand in the world in the limoncello category, Syramusa is focused on markets and channels where quality, origin and premium positioning are increasingly important. It seeks to create a new premium limoncello, and provides the opportunity to capitalise on the international appeal of the "Made in Italy" stamp and certified Syracusan origins.

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¹ Syramusa won a silver award for label design at the World Drinks Awards, 20 April 2018





Notes to editors:

About Stock Italia

Stock Italia (Stock Italy) is one of the most relevant players in the Italian sprits industry, with leading brands in Limoncello (Limoncè N. 1 brand on the market), Vodka (Keglevichn.1 brand on the market) and Brandy (Stock 84 N.2 brand on the market).

Stock Italia was founded in Trieste in 1884 and is part of Stock Spirits Group, a leading owner and producer of premium branded spirits and liqueurs that are principally sold in Central and Eastern Europe, which is listed on the main market of the London Stock Exchange.

About The Consortium of the Limone di Siracusa

The Consortium for the Protection of the Syracuse Lemon PGI, is a non-profit organisation, established in July 2000, created to promote and protect the special qualities of the Siracusa Lemon (PGI). The PGI status guarantees that the lemons are grown only in the province of Siracusa, are from the Femminello variety and cultivated using traditional methods.

