



## LA BOÎTE AMARO: NEW FROM LA BOÎTE AND CARDINAL SPIRITS

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*NEW YORK* — La Boîte, the famed spice company in New York City, and Cardinal Spirits, the craft distillery in Bloomington, Ind., announce the launch of La Boîte American Amaro, a superbly spiced spirit crafted with a custom spice blend from La Boîte.

This spirit ushers in a new style of American amaro: food-friendly and easy-drinking, with a less bitter, lower alcohol profile than most amari. La Boîte Amaro is meant to be brought right to the table to sip *with* a meal, not just before or after it. Try it neat, team it up with ice and seltzer, or mix it into a great cocktail.

Pleasingly herbaceous and naturally sweet with a dose of citrus and smoke, this amaro brings cooking spices to the cocktail glass. Lior Lev Sercarz, the renowned spice blender and founder of La Boîte, harmonized 15 herbs and spices, including signature ingredients of licorice root, star anise, orange, and green cardamom, for a base of distilled red wine. At Cardinal Spirits, it was up to distiller Justin Hughey to make the spice blend sing. The amaro was fermented, distilled, and bottled on-site at the distillery.

This amaro is the second collaboration between La Boîte and Cardinal Spirits — the first was [Terra Botanical Gin](#), the gold-medal spirit featured in the New York Times and The Wall Street Journal. Terra is served at some of the best bars and restaurants in the country, including the Michelin 2-star Restaurant Daniel.

Lev Sercarz sources and blends spices like no one else does, and works closely with top chefs, including Eric Ripert, Daniel Boulud, and Michael Solomonov, to develop custom blends. He considered making an amaro for years before finding the right partner in Cardinal Spirits, which is known for its commitment to using high-quality, whole botanicals to naturally flavor its spirits.

“I was excited about the idea of creating an amaro because it definitely relates to what I do — it’s a spirit that combines so many spices,” Lev Sercarz says. “We are using spices that are to be cooked with to reinforce that this is a culinary amaro. There is no esoteric bark in the spice blend.”

Cardinal Spirits co-founder Adam Quirk says that, like Terra Botanical Gin, La Boîte Amaro is designed to taste unlike anything else out there.

“Our goal with this spirit was to create a unique flavor that, over time, will make people say: ‘I know that: it’s La Boîte Amaro,’” Quirk says.

### **ABOUT LA BOÎTE**

[La Boîte](#) spice company in New York City is famed for its spice blends used by the world’s best chefs. Founder and master spice blender Lior Lev Sercarz sources the best spices from around the world to obtain fresh, aromatic, and powerful flavors.

### **ABOUT CARDINAL SPIRITS**

[Cardinal Spirits](#) is the craft distillery, cocktail bar, and restaurant in Bloomington, Ind., known for making award-winning and highly-rated vodkas, gins, rums, botanical liqueurs, and canned cocktails. Our products are available in 11 states and Washington, D.C. Our Terra Botanical Gin has been covered by both The New York Times and The Wall Street Journal, and Men’s Journal named us one of the 19 Best Undiscovered Cocktail Bars in America.