

Zestier Luxardo Limoncello makes cocktails sing with zing

Expert tips

The new Luxardo Limoncello makes its way into bars and shops this autumn. With its improved formula come brand new serving ideas and cocktails from mixologist Peter Thornton to show off its potential as the main ingredient in a cocktail. He raises the taste of lemon from underlying flavour to centre stage and gives a well deserved prominence to this ever popular Italian liqueur.

The role of many liqueurs is to bring colour to a cocktail, but few do it in such a vibrant way as the sun-burst yellow Luxardo Limoncello. Peter Thornton, mixologist for Luxardo at Cellar Trends, recommends a diversity of new serves. He has even partnered it up in stronger flavoured tequila and bourbon cocktails to show how its character shines through, and uses it in ice cubes to make an extra-zesty G&T cocktail. He adds, "When a liqueur is added to a spirit-based cocktail, it is often just for sweetness and a nuance of flavour. But with new Luxardo Limoncello, it's the balance of real lemon juice with the right level of sweetness and alcoholic strength which lets it hold its own.

"Of all the artisan liqueurs, it must be limoncello which has the greatest variation of recipes. That's because its popularity arose from its homemade following in Italian families. As for other commercially made limoncellos, some rely simply on the addition of alcohol. In both cases, flavours can disperse too quickly when partnered with other spirits. But this new Luxardo family recipe certainly holds its own as a modern cocktail essential".

Short sour (shotail®)

Glass: shot
12.5ml Luxardo Limoncello
12.5ml Luxardo Amaretto
Layer the chilled ingredients, pouring limoncello over amaretto.

Sweet lemon drop (shotail®)

Glass: shot
12.5ml Luxardo Limoncello
12.5ml Luxardo Maraschino
Layer chilled ingredients, pouring limoncello over maraschino.

Italian Sour

Glass: old fashioned / tumbler
50ml Luxardo Limoncello
50ml Luxardo Amaretto
1 small teaspoon brown sugar
1 lemon wedge, 1 lime wedge
Muddle fruit and sugar in glass. Add the amaretto and stir.
Add ice and limoncello. Stir and garnish with maraschino cherry.

The High Life

Glass: champagne flute
25ml Luxardo Limoncello
1 orange wedge squeezed
Champagne
Pour limoncello and squeeze of orange into the chilled glass.
Top with chilled champagne and garnish with lemon peel twist.

Zestiest G&T in the world

Glass: high ball
Freeze Luxardo Limoncello in an ice tray, slightly diluted with fresh cucumber juice and 1 crushed mint leaf. Use a tray which makes small cubes.
50ml high quality gin
120ml good quality tonic water
Put 4-6 prepared limoncello ice cubes in a glass and add 2 wedges of squeezed limes. Add gin and tonic.

Luxardo long drinks: Lemon squ-easy mixes combine 50ml Luxardo Limoncello with a popular bar mixer. Choose cranberry juice, lemonade, orange juice, pineapple juice. Add ice and add a squeeze of lemon or lime juice before topping up with juice.

The new Luxardo Limoncello (27 percent ABV) is enhanced with around 25 percent more fresh lemon juice and essential oils from the peel of Sicilian lemons for a fresher perfumed aroma and an even zestier flavour. This also gives the distinctive yellow colour a more attractive natural cloudy appearance. By infusing the lemon peels, Luxardo creates a much smoother limoncello than others which simply add alcohol. Luxardo Limoncello is available in two bottle sizes and miniatures.

Retail prices range from about £10 (50cl) to £15.50 (70cl).

For trade enquiries please contact Cellar Trends Ltd: 01283 217703. New website: www.luxardosambuca.co.uk

For further press information, please contact:

Su-Lin Ong, PR

020 8747 4843

sulinong@aol.com

