



THE ANCIENT TALE OF ANISE AND ITS LONG JOURNEY TO AMERICA

New Orleans, July 2015 -- As part of the most intriguing presentations in program at Tales of the Cocktail 2015, a rich “Discover Anise” tasting room is going to take place on Thursday July 16th, from 3:30 pm to 5:30 pm at the Irving Mayfield’s Jazz Playhouse, Royal Sonesta Hotel in New Orleans, LA.

Anise has a long, rich history yet much remains to be discovered. Some consider Anise invariably sweet; others imagine it as a somewhat old-fashioned (if iconic) touchstone of the traditional Mediterranean. Both of these descriptions are too simple: it is time to explore the modernity of Anise.

Distilleria Varnelli is proud to offer a unique tasting experience, exploring Anise’s full range of possibilities, thanks to an interactive Tasting Room starring the internationally decorated *Varnelli Anice Secco*, Gold Medal awarded in 1950 as “the best Italian dry anise.”

Your hostess, **Orietta Maria Varnelli**, along with **Robin Goodfellow** from the Toronto's hot *Bar Raval* and **Salvatore Tafuri** from *The Standard Hotel cocktail bar* in New York, will lead you through the versatility of *Varnelli Anice Secco*. From a neat tasting to a *Varnelli* on the rocks, from various levels of innovative blending to featuring *Varnelli Anice Secco* as **the best lacing for a real Italian Caffè Corretto**, in the partnership with Orleans Coffee Exchange.

This Tasting Room promises to be informative, delicious, and fun.

Let you be amazed by unconventional pairings such as cheese and anise-based jams created in Italy by *SI.GI Azienda Agricola* for this occasion.

Be ready to be unavoidably hooked by **Alessandro Trezza** and **Mauro Iannantuoni** of Brooklyn’s *L’Albero dei Gelati* through their special homage to *Varnelli Anice Secco* inspired to “Gelato is.. Not Only Sweet”.

Music could not miss at such a valuable venue. as a medley between the most authentic NOLA Jazz and **VARNELLI**, an irresistible song composed by Italian *Cialtrontrio & the BigBanda*, for the first time played at Tales of the Cocktail 2015.

Come and enjoy why *Varnelli Anice Secco* is “UNIQUELY DIFFERENT”.

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About *Varnelli Anice Secco*:

After the founder Girolamo Varnelli who applied the herbal knowledge to create *Amaro Sibilla* in 1868, at the beginning of the 20th Century his son Antonio extended the line with additional specialties. Above all he launched *Varnelli Anice Secco* as part of the Mediterranean culture of anise-based liquors, by refining the traditional recipe of “mistrà” which was very popular in the Marche region of Italy. The purpose of the third generation leading the family business - Dr. Girolamo jr. – was then to make such a distinctive liquor the Distilleria Varnelli’s flagship, thanks to a keen approach to promoting the product features and the Company brand itself. Awarded in 1950 as “the best Italian dry anise-based liquor”, *Varnelli* is considered uniquely different by professionals, media and consumers world- wide. Since the origin the claim on the label - *A farmi preferir basta un assaggio (It hooks you at the first sip)* - has been promising what usually happens whenever someone tastes *Varnelli* for the first time.

In the novel *Il suono della domenica*, the Italian singer Zucchero Fornaciari writes about his deep friendship with Luciano Pavarotti: “I remember some after-dinner experiences with the Maestro at his apartment in Manhattan close to Central Park, when he was snoozing in his armchair while smoking a big cigar and enjoying a nightcap of *Varnelli*”.

Official Twitter Account: [@varnelli1868](#)

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About *Ordre International des Anysetiers* (www.anysetiers.org)

It is a revival of a large fraternity which was very active in France during the Middle Ages. At the time, there were many fraternities that grouped people of the same trade. Their aim was to provide mutual aid, both in a moral and a material kind, while protecting their professional interests. The Corporation of the Anysetiers was registered at the Châtelet by Etienne Boileau, Provost of Paris, in the year of grace 1263 during the reign of King Saint-Louis. In those days, the anise was brought in caravans from China to Alexandria, from where the precious seeds were shipped to Mediterranean ports. Anysetiers were used to crush the anise seeds to prepare ointments, drugs and liquors which were then provided to Kings and Lords, as well as to the common people. Since the 1950’s the *Ordre International des Anysetiers* has been further evolving and in 1990 became a federation of more than 100 Commanderies, each of them formed into an independent association.

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The first American unit of *Ordre International des Anyssetiers* was established on July 26th, 2012 in New Orleans thanks to the endorsement of the Varnelli family whose members are all active Anyssetiers in Italy. Since then Distilleria Varnelli has been supporting the Bailliage of Louisiana which is subordinate to the valuable Italian Commanderie of Liguria while moving towards becoming soon an independent Commanderie. **The purpose is to spread the Anise Culture in the United States beginning in New Orleans and making this historic city the American point of reference for a bridge from the Mediterranean Sea.**

The first ten American Anyssetiers include: **Liz Williams** - President and Director of Southern Food and Beverage Museum in New Orleans; **Ann and Paul Tuennerman** – Founders of Tales of the Cocktail; **Laura and Chris McMillan** - Co-founders of Museum of American Cocktails; **Francesco Lanfranconi and Jacques Bezuidenhout** - Master Mixologists; **Camper English** and **Brenda Maitland** – Writers; **Paolo Domeneghetti** - Founder and CEO of DSWE.

For additional information about Distilleria Varnelli please visit: www.varnelli.it (imported by Domaine Select Wine Estates LLC www.dswe.com).

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