



LIQUORE D'ERBE DI CALABRIA

Vecchio Amaro del Capo®



DO YOU SPEAK CALABRIAN?

Distilleria Caffo - with its own U.S. sales office - really takes off in the United States, with a 125% increase in turnover in a single year. And Amaro del Capo conquers Manhattan's Bright Young Things

It was 1999 when the Caffo family decided to start up a company in the United States, Caffo Beverages Inc, with the aim of bringing in a taste of Calabria, to remind the many citizens of Italian origin of their homeland and introduce their traditional flavors to the Americans. It is in the last year, though, thanks to the management of Vice President Alessio Pane – of Calabrian origin but with many years' experience in the U.S. beverage sector – that the business has literally taken off, achieving a 125% increase in sales in just a single year. Today the main products it imports are the Vecchio Amaro del Capo (15%), Limoncino (25%), Sambuca (20%), grappas (5%) and Liquorice (5%).

In spite of the fact that it is in third place in terms of sales, the Vecchio Amaro del Capo is creating a real “trend”, especially among young Italian Americans: nine out of ten, in fact, know the product and drink it.

And even if, as is to be expected, the product's popularity is greatest among those who have strong ties to Italy, demand is growing for it among other Americans too.

The Vecchio Amaro del Capo has, indeed, obtained a general consensus among young people between the ages of 21 and 35. If those of Italian origin prefer to drink it after a meal and represent 70% of consumption, the Americans who make up the other 30% like to “knock it back” in one shot in the special glasses patented by Caffo. This success is undoubtedly the result of innovative publicity and promotional campaigns which, with slogans in Italian like “Che Caffo Bevi” or “Fatti il Capo” – chosen to make the sales pitch more light-hearted and underline the product's Italian roots – have had a considerable impact on their select (and curious) target audience. Also, there has been a well-organized campaign aimed at Manhattan's “post-theatre” crowd, offering Vecchio Amaro del Capo as an after-dinner drink, or in the Hamptons, the High Society seaside resort, where Vecchio Amaro del Capo “just has to be served chilled”.

And this strategy has really paid off: it is now *de rigueur* to finish off the evening with a chilled glass of Vecchio Amaro del Capo.

“The United States will soon become our leading export market” affirms Alessio Pane. “Especially at this time of economic crisis, small and medium-sized companies who work well, like ours, have the chance to grow because they can guarantee service and adaptability. The big companies, on the other hand, can't always satisfy all the market's needs because of their much more complicated management structures. In that way they leave about a 15% share up for grabs, and we are determined to win a slice of it”.

Caffo's success in the United States is also due to the firm's decision not to seek an importer in that market but to open up a sales office managed directly by the parent company. Now, thanks to the results that have been achieved, that + 125% is seen as the beginning of things to come. *“We have just signed a deal with the Fedway company, which will give us thorough coverage of the whole of New Jersey through a network of around 250 salesmen. Our potential for growth, then, is still very significant”*, concludes the C.E.O. of Caffo Beverages Inc., Sebastiano Caffo.

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