

## SERA LUCE VENETIAN SPRITZ



### Products

Sera Luce Venetian Spritz

Inspired by an Italian classic, Sera Luce Venetian Spritz awakens the palate with the perfect balance of bitter and sweet. Infused with Valencia orange, a bouquet of bitter and savory herbs, and other traditional botanicals, this bubbly wine cocktail invites us to slow down and savor la dolce vita! For over a century, cosmopolitan Italians have gathered in the evening hours between work and dinner to partake in the ritual known as "Aperitivo," a daily social gathering that includes a pre-dinner drink (or, more often, drinks) accompanied by snacks. The term comes from the Latin word meaning "to open," as in a beverage to open the appetite by stimulating the palate and appetite. In its modern Italian form, the word holds equal weight in describing the hour and spirit of the evening tradition as much as it does the beverages themselves. Perhaps the most iconic Aperitivo beverage is the "Spritz" cocktail (a.k.a. Venetian Spritz). Sera Luce (pronounced SEH-ruh LOO-cheh) is a single-serve, ready-to-drink canned Spritz. It offers a convenient way to enjoy this refreshing beverage and feel transported to that magical and romantic time of day that Italians know so well. With over over a decade of experience in the beverage and hospitality industries, Justin Pass founded Sera Luce in 2018. Much of that time was spent as a Fine Wine and Craft Spirit Consultant in Washington, DC and Los Angeles, where he worked extensively with wines and spirits from some of the world's most prestigious boutique producers, as well as the portfolios of global suppliers.

Owner : Justin Pass

[www.seralucespritz.com](http://www.seralucespritz.com)

