

✦ PUNTAMIARI ✦

GIN





*Puntamari is a premium Italian gin
produced with love and craftsmanship in
Puglia*



Tale of a unique territory

Puntamari was born with the aim of creating a quality distillate that pays homage to an extraordinary and fragile territory like Salento. The founders Alessandro and Francesca find inspiration in a place they have always lived and loved, the Punta Palascia lighthouse near the enchanting Otranto, in the extreme south-east of the peninsula, where the sun rises first and the Ionian and Adriatic seas embrace each other.

The graphic design as a memory of the place

The concept was born from the idea of making the bottle a tangible memory of a special place. The main graphic, printed on the glue side of the rear label, enhances the total transparency of the gin and reports, with the collage technique, symbolic elements and indelible memories for the founders: the lighthouse of Punta Palascia cut out from a photograph actually taken, the the crossing of the Ionian with the Adriatic drawn freehand with different shades precisely to indicate the two seas, the still shy sun of the first Italian dawn and excerpts of handwritten letters still preserved.

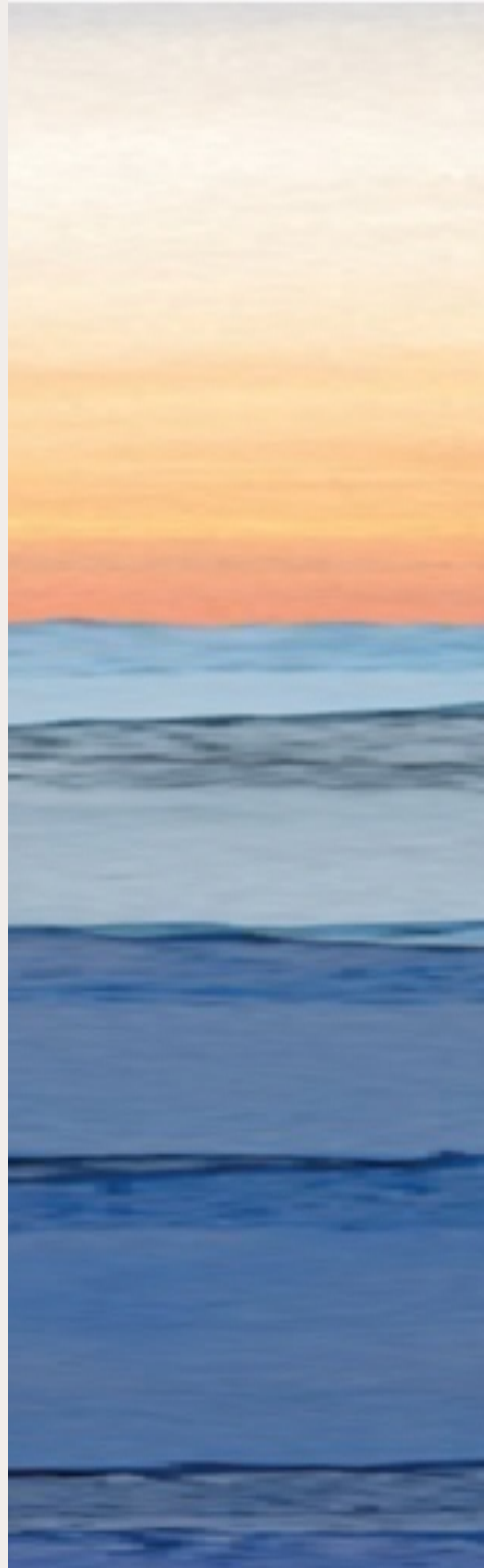
Drinking Puntamari is an authentic timeless pleasure and a concrete contribution to a sustainable future

A distillate far from fashion

Puntamari is a premium gin distilled in Puglia with the "London Dry" technique and craftsmanship in small batches. The botanicals used are characteristic of the territory and include, in addition to juniper and angelica, dog rose, which gives a floral pleasure to the sense of smell, myrtle leaves, which add a delicate balsamic note and citrus fruits (lemon, bitter orange and sweet orange), which infuse freshness and vitality into a dry and balanced gin that never tires.

Environmental awareness

For the founders, Puntamari is also a declaration of love for nature and a commitment to respecting it without compromise. The bottle is made of 100% post-consumer recycled glass, the stopper is made of natural cork and the labels are made of 100% recycled paper. Puntamari is a completely "plastic-free" product. Furthermore, the project concretely contributes, through the donation of part of the profits, to the protection of olive trees which have been threatened for years by the terrible Xylella, which has destroyed majestic trees, transformed the shape of the territory and undermined the local economy. More than 21 million trees have died since 2013 from the bacterium, many of them centuries-old or thousand-year-olds.





Puntamari is a project born from the heart of Alessandro and Francesca, created by expert and knowledgeable hands in compliance with its founding values: love for nature, authenticity and longevity of the product



CONTACTS

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CREDITS

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