

brovospirits.com

Brovo

weird
adjacent
booze

making
high quality,
fairly priced

Decent
ordinary
people

WE AIM TO HELP COCKTAIL POETS.
BROVO SPIRITS

We are

brOVO Spirits

FLAVOR FIRST, FEMALE FOUNDED, GROWN IN THE GROUND

Our mission is to create the North American vocabulary for traditional European products- vermouth, amari, liqueurs.



Our products are all natural- no artificial color or flavor, no high fructose corn syrup, no fillers or additives.

We are a scratch kitchen.

We use grown-in-the-ground plants to create flavor.



BROVO+
BARTENDERS

Our products were created by bartenders & designed to mix. We see bartenders as subject matter experts- identifying needs, then tweaking flavor, ABV, acid and sugar. They author the recipes; we take their ingredient list and use process to amplify flavor.

Bartenders who have a national product own a stake in the distillery.

We are an experimental distillery, and as a result
we embrace failure.

We take chances on new products, with specific goals, that meet the needs of bartenders and cocktail poets.



FLAVOR FIRST, FEMALE FOUNDED, GROWN IN THE GROUND



We started in 2011, founded by women.
We have been in business for over a decade.
Most of our competitors are European, centuries old,
with generational wealth and established recipes.
We are underdogs.
Our competitors created the categories we work in.



We respect the Europeans, but our goal is not
to paint the 'Old Masters'.

**We believe in a North American vision for these
categories, one that acknowledges our differences
in terroir and palate.**

**We marry creativity - ideas- with craft-
the ability to use technique to create flavor,
because Flavor is our North Star.**



Amaro No 1

by John Ueding

30% ABV
750ml/200ml

Orange
Cinnamon
Pink Peppercorn
Galangal
Lemon
Gentian Root
Agave Nectar

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2014

Amber color
Cinnamon finish

Spicy Gran Classico
Citrus married to spice



Cocktail Suggestions:

- Manhattan
- Hot Toddy
- Mix with rye, bourbon and rum
- Negroni

Wine Spectator



FOOD & WINE
WINE ENTHUSIAST

by Patrick Haight

brOVO

Amaro No 4
30% ABV
750ml/200ml



Orange
Hibiscus
Grapefruit
Lemon
Eucalyptus
Cayenne
Gentian Root
Cane Sugar Simple Syrup

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2014

Pink color
Spicy finish

Spicy Aperol
Bright, light

Cocktail Suggestions:

- Black Manhattan
- Negroni / Spritz
- Spicy Margarita



90 Points
Gold Medal

As recommended in:
Southwest
magazine



Amaro No 14

by Mike Ryan

34% ABV
750ml/200ml

Guatemalan Chocolate
Thyme
Sarsaparilla
Cinnamon
Angelica
Vanilla
Gentian Root
Agave Nectar

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2014
Dark Amber color
Bitter finish

Unique flavor profile
Dark chocolate herbaceous
Root beer



Cocktail Suggestions:

- Black Manhattan
- Bronx
- Algonquin, Brooklyn, Old Pal
- Great for mixing with rye

96 Points
Best In Category



imbibe
LIQUID CULTURE

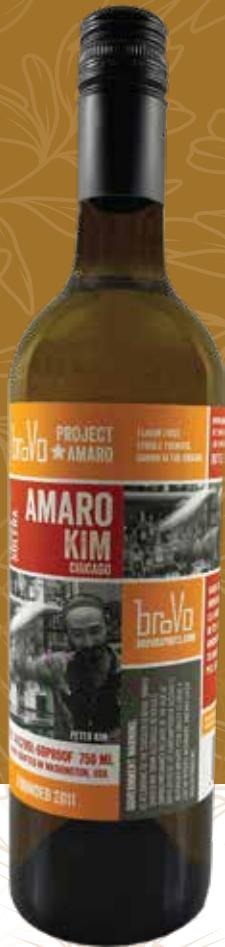
by Peter Kim

broVo

Amaro Kim

30% ABV

750ml/200ml



Coriander
Anar Dana
Orange Peel
Milk Thistle
Cacao Nib
Burdock Root
Quassia Root
Gentian Root

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2016

Light Yellow color
Light finish

Mixes well with Japanese
whiskey

Cocktail Suggestions:

- Black Manhattan
- Highball
- Mixes well with Japanese and Irish whisky

Peter Kim



Micah Melton



Mike Ryan



Jon Christiansen



John Ueding



Danny Shapiro





Scott Diaz



**Miles
MacQuarrie**



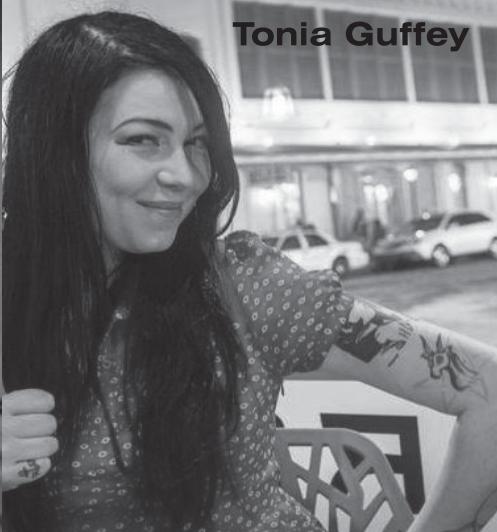
Sara Fisher



**Demario
Wallace**



**Joaquin
Simo**



Tonia Guffey



Witty Dry Vermouth by Jon Christiansen

19.9% ABV
750ml/187ml

Basil
Lemon
Hyssop
Pao d'Oro Bark
Marigold
Gentian Root
Cane Simple Syrup-
1.5% sugar

Sauvignon Blanc
WA Wine- Wahluke Slope
Wine Forward

More than 20 herbs & spices
Cooked in three parts

Solera started 2015

No filtering or fining

Cloudy color
Tart finish

High acid
Herbaceous, woody



Cocktail Suggestions:

- Martini / Gibson
- Bronx, Satan's Whiskers
- Algonquin, Brooklyn, Old Pal
- Great for adding acidity without using citrus



WINEENTHUSIAST

90 Points Best Buy

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bravo

by Amanda Reed &
George Englestadt

Pretty Floral Vermouth

19.9% ABV
750ml/187ml



Elderflower
Chamomile
Cardamom
Vanilla
Lemon
Angelica
Gentian Root
Agave Nectar
Between 6-8% sugar

Pinot Gris
WA Wine- Wahluke Slope
Wine Forward

3 month+ infusion

Solera started 2015

No filtering or fining

Yellow color
Sweet finish

Floral Blanc style
Bright, light

Cocktail Suggestions:

- Martini / Vesper
- White Negroni / Spritz
- Algonquin, El Presidente
- Sangria





Pink Rose Vermouth by Scott Diaz

19.9% ABV
750ml/187ml

Rose & Lavender
Orange & Lemon
Coriander
Clove
Tarragon & Basil
Summer Savory & Thyme
Gentian Root
Agave Nectar
Between 6-8% sugar

Rose - Pinot Noir Grape
WA Wine- Wahluke Slope
Wine Forward

Cooked in 4 parts

Solera started 2016

No filtering or fining

Pink color
Sweet finish

Gorgeous balance
All season vermouth

Stunning



Cocktail Suggestions:

- Manhattan (bourbon)
- Negroni/ Spritz
- Americano
- Age it for three weeks, open top-
It has a fino sherry vibe



93 Points
Gold Medal

by JP Vidican

Jammy Sweet Vermouth

19.9% ABV
750ml/187ml



Cherry
Orange
Hibiscus
Ginger
Cacao Nib
Coffee Bean
Gentian Root
Agave Nectar- 10% sugar

Red wine blend- Merlot,
Cabernet Sauvignon,
Malbec
WA Wine- Wahluke Slope
Wine Forward

3 month + infusion

Solera started 2015

No filtering or fining

Red color
Rich, bold finish
No caramel color

Rich, jammy

Cocktail Suggestions:

- Manhattan (rye)
- Negroni / Hanky Panky
- Kalimotxo/ Sangria
- Martinez/ Boulevardier
- Americano/ Bijou



96 Points
Platinum Medal



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bravo

American Aperitivo

35% ABV

750ml

Grapefruit
Orange
Lemon
Hibiscus
Schisandra Berry
Bilberry
Gentian Root
Agave Nectar

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2021

Amber color
Grapefruit finish

Bold grapefruit flavor
Less bitter than Campari
Less sweet than Aperol



Cocktail Suggestions:

- Bitter Paloma
- Negroni/ Spritz
- Boulevardier
- Spaghetti



WE BELIEVE PROCESS & INGREDIENTS DRIVE FLAVOR

Here are a couple of highlights from the process side of things.

Process is integral to driving flavor; it is a focus of our work.

We explore new ideas and research techniques from around the world.

We added a **solera-like system** to ensure product consistency over time.

We use a two stage system- before and after sweetening.

Half of each batch is left behind. Every time you taste a BROVO modifier, you taste product all the way back to the original batch.

Bartenders are at our core. Because the majority of our products are the second ingredient in a cocktail, **mixability is our leading concern**.

We use multiple methods to transfer flavor from plants to the final product.

Low proof infusion is a critical process for us. Most distilleries who infuse flavor do it at high proof- 95% ABV. We start with a lower proof base- usually between 40-60% ABV. When we proof the final product down, we add less non-alc liquid, and as a result there is less dilution of flavor.

We use an **ultrasonic homogenizer** to change flavor as well- for different elements of a final product or in the case of our vodka, on the final product.

Our process work is ongoing. We are adding a banana liqueur and for this, we have adapted an oleo saccharum technique.

who we are:



Connor

Connor

Mhairi

Mac

Brandon

Connor's Paper Plane

3/4OZ BOURBON
3/4OZ BROVO APERITIVO
3/4OZ BROVO AMARO 1
3/4OZ LEMON JUICE
ADD ICE, SHAKE WELL, CHILL & STRAIN INTO COUPE

Connor's Naked and Famous

3/4OZ MEZCAL
3/4OZ BROVO APERITIVO
3/4OZ BROVO UNCHARTED Rhapsody
3/4OZ LIME JUICE

Mhairi's Negroni

1OZ BROVO GIN
1OZ BROVO APERITIVO
1OZ BROVO PINK VERMOUTH
ADD ICE, STIR, GARNISH WITH ORANGE SLICE

Mac's Last Word

3/4OZ AQUAVIT
3/4OZ BROVO UNCHARTED Rhapsody
3/4OZ BROVO BOOMERANG
3/4OZ BROVO WITTY VERMOUTH

Brandon's Uncharted Swizzle

1.5OZ BROVO UNCHARTED Rhapsody
1OZ PINEAPPLE JUICE
1/2OZ LUCKY FALERNUM
3/4OZ LIME JUICE
BUILD IN COLLINS GLASS WITH ICE, SWIZZLE

WHAT WE DRINK!



We don't take ourselves seriously, but we take the work very seriously.

There are three guiding principles in our work:

1. Make the highest quality products using the best ingredients and process innovations:

- We use grown in the ground plants to create flavor
- We are a scratch kitchen
- No additives or fillers, we are all natural
- Bartenders author the product recipes
- We scale their recipes using an iterative process- in other words, we make it over and over again
- Design the products to mix, especially with agave bases like tequila and mezcal
- Innovate around process- solera, low proof infusion, different techniques for transferring flavor

2. Deliver our products at a fair price.

- Target a mid range price point
- Spend money on the ingredients to deliver the best liquid possible
- Package it in the cheapest glass available, with a screw cap for fast access, and a decent label
- No celebrity partnerships. Bartenders are our people.
- We operate in 3 1/2 bays in an industrial park

3. Treat people fairly.

- Our employees and key bartender partners own a stake in the distillery.

**We value creativity.
We have cultivated craft.**



The Alpine Liqueurs

We've made 24 amari, 6 vermouth and 20 liqueurs since 2011 in partnership with bartenders from across the country.

In 2011, we started with a Douglas Fir Liqueur, a nod to our Pacific NW identity- we started in the Alpine category. Our goal was to master a single note flavor before beginning work on combining flavors. **Our category is complex managing flavor, ABV, BRIX, acid, mouthfeel and color.** Developing expertise in these areas took time- more than a decade.

We were ready to tackle the most complex Alpine liqueurs- green Chartreuse & geneypy-like products.

Typically we work with one bartender on a product, but we wanted two bartenders and to inform and influence each other. We were interested in the interplay between people and its impact on the creative process.

We had talked to Chad Hauge about making a geneypy and Micah Melton about making a Chartreuse for years.

Chad and Micah traveled to Woodinville in November 2022 to work on large scale recipes. Our goal was to match the science- ABV, BRIX and acid-while creating a Pacific NW influence on a traditional Alpine flavor profile. Micah and Chad made the decision to have both products include each others' recipes.

We continued innovating on the process, developing techniques to maximize the best flavor through May initially focused on Uncharted because of market demand.

The geneypy still had a surprise in store for us. We had spent significant time developing the process for Uncharted and expected it would work for Gen P because they shared the same ingredient list. But Gen P has significantly more florals in it, and this had an impact.

We started over with Gen P, refining the production process to highlight the florality.

We will not list the ingredients or detail the process for competitive reasons. But here are three highlights:

1. **There's more than \$5 worth of geneypy in every bottle.** Crazy, we know.
2. **There are more than 50 ingredients**, some reflective of the tradition of Chartreuse, some reflective of our terroir.
3. We have developed our most intensive production process yet and think it is the secret weapon in Chartreuse. There is so much focus on ingredients, but **the complexity in the product is more than just the ingredients. It is the process too.**

brOVO

Douglas Fir Liqueur

25% ABV

750ml/200ml



Sunset

Douglas Fir buds

NGS

Water

Agave Nectar

Herbaceous, bright

20% sugar

Hand foraged near Mount Baker

Harvested in spring

Light yellow color

Solera started 2015

Delicate flavor profile

Cocktail Suggestions:

- Martini / Vesper
- Manhattan - bourbon
- Mezcal and gin cocktails

bravo

Gen P American Genepy by Chad Hauge &

Micah Melton

45% ABV

750ml

50+ ingredients
Genepy
Douglas Fir
Hops

Beet sugar
Agave Nectar

500+ step process

Matched BRIX, acid

Solera started 2023

Yellow color

Floral finish

Yellow Chartreuse
Substitute



Cocktail Suggestions:

- Naked and Famous
- Alaska, Greenpoint
- Spritz

93 Points



bravo

by Chad Hauge &
Micah Melton

Uncharted Rhapsody American Forest Liqueur

55% ABV
750ml



50+ ingredients
Genepy
Douglas Fir
Hops

Beet sugar
Agave Nectar

500+ step process

Matched ABV, BRIX, acid

Solera started 2023

Yellow color

Herbaceous finish

Green Chartreuse
Substitute

Cocktail Suggestions:

- Last Word
- Bijou
- Uncharted Lemonade



94 Points
Gold Medal



95 Points
Best In Category

WINE ENTHUSIAST

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We are **brOVo** DOGS

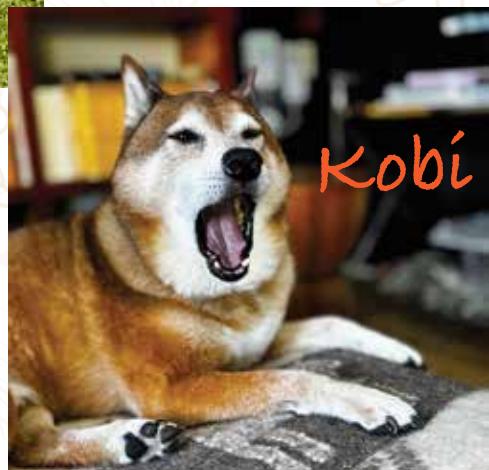
Lola is Connor's fur baby!
Fun Lola fact- she enjoys jumping at the front door and doesn't know her own strength...she managed to crack it pretty seriously!
Lola defends us and also she licks us. Quite a bit.
Her nickname is Lola the leg licker.



Kobi is Mac's fur baby!
Fun Kobi fact- he enjoys lounging in our front room.. and has frequently scared the FedEx guy... see Piper's description above.



Piper is Mhairi's fur baby!
Fun Piper fact- she is both a guard dog and a supermodel, as you can see. She doesn't come to the distillery anymore after an unfortunate incident with the FedEx driver...



bravo

Chocolate Liqueur

25% ABV

750ml/200ml

Cacao Nibs

Cinnamon

Vanilla

Ancho Chile

Agave Nectar

NGS

Water

3 month+ infusion

Solera started 2016

No filtering

Brown color
Sweet finish

Chocolate, spice
Rich, chocolatey



Cocktail Suggestions:

- Martini/Margarita
- Brandy Alexander/Grasshopper
- Old Fashioned
- Pink Squirrel



Orange Curacao

35% ABV
750ml

Seville Orange
Laraha Orange
California Orange
Coriander
Vanilla
Cane Simple Syrup
Turbinado Simple Syrup
Agave Nectar

CNS
GNS
2yr French Brandy

4 month maceration
Rests 2+ years in tank

Solera started 2014

Amber color
Orange finish

Rich Orange Liqueur
Designed for the margarita
Great for cocktailing



Cocktail Suggestions:

- Margarita
- Mai Tai
- Martinez/ South Slope
- Made to mix with agave base spirits

93 Points
Gold Medal



brOVO

Tacoma Punk Spicy Orange Aperitif

35% ABV
750ml

Orange
Hibiscus
Grapefruit
Lemon
Eucalyptus
Cayenne
Gentian Root
Cane Sugar Simple Syrup



Seville Orange
Laraha Orange
California Orange
Coriander
Vanilla
Cane Simple Syrup
Turbinado Simple Syrup
Agave Nectar

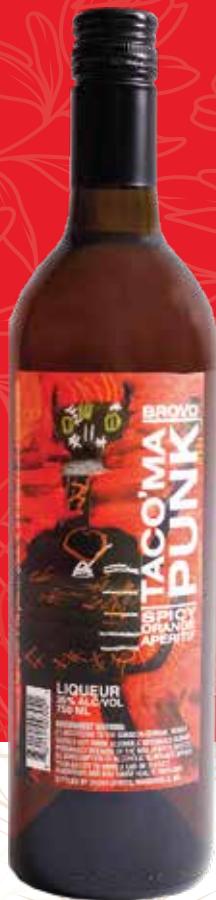
Rhubarb maceration in GNS
Re-distilled
CNS + GNS
2 yr French Brandy

50/50 mix of Amaro 4 and curacao

Solera started 2016

Amber color
Spicy finish

Spicy Orange



Cocktail Suggestions:

- Spicy Margarita
- Negroni / Spritz
- Mix with bourbon + rye
- Mix with tequila + mezcal



Boomerang Liqueur by Micah Melton

30% ABV
750ml/200ml

Cherry
Orange
Apricot
Walnut
Peppercorn
Cayenne
Agave Nectar

Rhubarb maceration
in NGS
Re-distilled

Base aged 12+ months
in used whiskey barrels
Rests 2+ years in tank

Solera started 2015

Amber color
Walnut finish

Chameleon liqueur
Walnut, cherry, apricot

Contains Nuts!



Cocktail Suggestions:

- Old Fashioned
- Blood and Sand
- Remember the Maine
- Singapore Sling
- Last Word



93 Points
Gold Medal

bravo

by Danny Shapiro

Lucky Falernum

35% ABV

750ml/200ml



Pineapple
Orange
Lime
Ginger
Clove
Mace
Nutmeg
Star Anise
Turbinado Simple Syrup

CNS
3 yr aged rum

4 month maceration

Solera started 2015

Brown color
Rich, baking spice finish

Full flavor
High ABV
Creme

Nut Free!

Cocktail Suggestions:

- Corn 'n Oil
- Swizzle
- Mai Tai/Zombie
- Three Dots and a Dash



We are

bravo
Spirits

FLAVOR FIRST, FEMALE FOUNDED, GROWN IN THE GROUND

Our leadership in the modifier category has been recognized by the James Beard Foundation and American Distilling Institute.



We have worked hard to make modifiers with real ingredients, designed by bartenders, made by real people who work in an actual distillery.

While we don't chase medals or point scores, we have received a few accolades.

Our nomination as a James Beard Foundation Semifinalist in the Outstanding Wine, Spirits or Beer Producer category in 2019 was a thrill for us. Other people who value the same things we do, saw what we do and recognized the value of it.



Likewise we were recognized by the American Distilling Institute as the inaugural recipient of the Alchemist Award. The award acknowledged our *'continually bending the creative curve to make new spirit flavors. BroVo developed more than a dozen amaro recipes in cooperation with bartenders from around the nation. They have shown the distilling community a new model for working with bartenders in flavor creation, packaging and marketing.'*

We are



FLAVOR FIRST, FEMALE FOUNDED, GROWN IN THE GROUND

Design

One thing that people notice about us is our dynamic design sensibility. We focus on creativity- in product design, packaging and marketing. It informs our development processes, our look and feel and our events and initiatives. We come by this focus honestly- our founder Mhairi, went to architecture school and worked as a Creative Director.



An example of the creative focus is our development of an event highlighting our connection to real ingredients. Grown in the Ground happens in local restaurants and bars where teams highlight where their ingredients come from, who the producers are, and the specialty techniques they use to create the magic we all love in restaurants and bars.

Bartenders and chefs welcome us into their dining rooms daily; Grown in the Ground is designed to showcase the effort that goes into making a special cocktail and meal as well as the hospitality that is extended.

bravo
Vodka

40% ABV
1 liter

Corn Base NGS
Proofed
Filtered
Ultrasonic Homogenizer



Cocktail Suggestions:

- Martini
- Moscow Mule
- Cosmopolitan
- Bloody Mary
- White Russian

brOVO

London Dry Style Gin

40% ABV

1 liter



Corn Base NGS

Re-distilled

**Juniper
Lemon Peel
Coriander
Angelica
Licorice Root
Rose Buds
Cardamom**

Cocktail Suggestions:

- Martini / Vesper/ Gimlet
- Negroni
- Gin + Tonic
- Last Word
- Bramble
- French 75
- Aviation



United Kingdom Playlist:

Our goal was to build a playlist of masterworks from UK artists.;

Perfect- Ed Sheeran
Skyfall- Adele
Clocks- Coldplay
Doomed- Bring Me the Horizon
Head & Heart- Joel Curry
In the Air Tonight- Phil Collins
Anywhere- Rita Ora
Domino- Jessie J
Rewrite the Stars- Anna-Marie & James Arthur
Hand of Blood- Bullet for My Valentine
Desire- Calvin Harris, Sam Smith
Your Song- Elton John
Back to Back- Amy Winehouse
That's All-Genesis
Kiss from a Rose- Seal
Bohemian Rhapsody- Queen
IDGAF- Dua Lupa
Take Me Out- Franz Ferdinand
Wannabe- Spice Girls
Money- Pink Floyd
Queens Speech Ep 4- Lady Leshurr
Kashmir- Led Zeppelin
Lullaby- Paloma Faith
Rather Be- Clean Bandit
Bad Girls- MIA
Ace of Spades- Judas Priest
Children of the Grave- Black Sabbath
The Man Who Sold the World- David Bowie
Hexes- Tesseract
Untethered- PVA
Shadow Moses- Bring Me the Horizon
Flamingo- Kero Kero Bonito
Enjoy the Silence- Depeche Mode
Shout- Tears for Fears
My Blood- Ellie Goulding
This Modern Love- Bloc Party
Dog Days are Over- Florence + the Machine
Black Star- Radiohead

Spanish Bombs- The Clash
It Ain't Easy- John Baldry
Splitting the Atom- Massive Attack
Sounds Great When You're Dead- Robyn Hitchcock
Paper Planes- MIA
Sweet Dreams- Eurythmics
Only Happy When It Rains- Garbage
Running Up that Hill- Kate Bush
Cities in Dust- Siouxsie & the Banshees
Biko- Peter Gabriel
Goldfinger- Shirley Bassey
Yesterday- The Beatles
Sympathy for the Devil- Rolling Stones
Avalon- Roxy Music
Love Removal Machine- The Cult
In Between Days- The Cure
Lips Like Sugar- Echo & the Bunnymen
A Little Respect- Erasure
Layla- Eric Clapton
Go Your Own Way- Fleetwood Mac
Floating in the Forth- Frightened Rabbit
I Belong to Glasgow- Glen Daly
No Mean City (Taggart Theme)- Maggie Bell
Danny Nedelko- IDLES
Redemption Song- Joe Strummer
I'm Gonna Be- The Proclaimers
Saturday Night- Bay City Rollers
Rise- Public Image LTD
I Dreamed a Dream- Susan Boyle
Mama- Lena Zavaroni
Mull of Kintyre- Wings
The Boys are Back in Town- Thin Lizzy
Donald Where's Your Troosers- Andy Stewart
The Hardest Walk- Jesus and Mary Chain
Maggie May- Rod Stewart
The Whole of the Moon- The Waterboys
Night in the City- ELO
Pinball Wizard- The Who