



The Story

Melogranello® was born as a gift idea for a few friends, from a potted pomegranate plant on a terrace, close to Via Savona and Via Tortona, in Milan. 50 numbered bottles were gifted on Christmas Eve 2012, to friends and relatives, to celebrate our friendship. Melogranello® was loved right away, with its taste being judged as "particular". Through Google, we found out that the word "Melogranello" did not exist, and that such a liqueur was not produced at more than an amateur level. Everyone encouraged us to launch its production so... here we are today, producing it for you! Given that its origin is tied to a friend's gift, the tagline for Melogranello® is "To celebrate Your Friendships".

Video and interviews

- A nice video reminiscent of our origins is available on YouTube: La Vera Storia
- Cocktail Monello / Cocktail Tortona 7 / Cocktail Club House
- Interview at GourmArte 2014

all available on our YouTube channel: <http://video.melogranello.it>

How it is served

Melogranello® is a simple liqueur. Its appearance is bright red, with pink reflections and an inviting aroma. It should be served cold, or even better iced, to improve its organoleptic properties. Ideal at the end of the meal, it becomes truly peculiar if served in small chocolate glasses, and it is delicious if served on lemon sorbet and on ice cream, it is also exquisite is matched with dry sparkling wine (this match has been compared by experts to the Kir Royal). Melogranello is also versatile to create new cocktails and long drinks with a peculiar taste. It can also be mixed, respectfully, with some beers.

Some Cocktails and Long Drinks

- **Comincio da Tre:** 7/8 Dry Sparkling wine, 1/8 Melogranello®
- **Monello:** 3/6 Melogranello®, 1/6 Campari, 2/6 Sweet & Sour
- **Tintorello:** 5/6 Prosecco, 1/6 Melogranello®
- **VdV:** 4/6 Schweppes lemon, 1/6 Melogranello®, 1/6 White Vodka
- **Pink Sorbet:** Lemon ice cream - Melogranello® (can be served as an aperitif by lightly diluting the ice cream)
- **"Selz Spritz":** 3/6 Prosecco, 2/6 Seltz, 1/6 Melogranello
- **"Club House":** 4cl Melogranello®, 6cl Prosecco, 10cl Schweppes Lemon
- ... we are waiting for you to come up with yours!

A great gift

Melogranello® is a great gift for your special occasions, thanks to the elegance of its packaging and the originality of its bottle that, when turned upside down, looks like a chalice, and the logo, becomes the tuft, typical of the pomegranate. Several clients, after having tasted it in restaurants, have considered its purchase as a very original gift for upcoming events.



Awards and Prizes

- Taste Explorer 2014, 2015 and 2016: awarded by GourmArte to Quadigex s.r.l. for Melogranello® as "Testimony of Excellence"
- Creative Direction – Italy communicating for the first time 2014: awarded by Unicom Italia (the Italian association of advertising agencies) for the packaging of Melogranello® Decanter.
- International Wine and Spirits Competition (IWSC) – Silver Winner 2016
- Spirits Selection by Concours Mondial de Bruxelles – Silver Medal 2016
- Berlin International Spirits Competition – Fruit Liqueur of the Year 2017

In the kitchen

Melogranello® is extremely versatile in the kitchen as well, where several interesting recipes are being created, such as the Melogranello® tiramisu, and caramel pineapple with Melogranello®.

Our innovations

- The Mixer: Thanks to a QR Code on the bottle, using his own smartphone, the client can immediately provide his feedback, by publicly judging its organoleptic properties and sharing his preferences (+/- sweet, +/- alcoholic, +/- fruity). An innovative element to gather feedback from the public during a first taste.
- News: Still through a QR Code and a smartphone, Melogranello® highlights the latest news from business owners who serve it, providing the latest recipes and cocktails that have been created. This is a channel for shopkeepers who value the product with their creativity.
- Protection of Minors: The merchandise indications of the label and of the box of Melogranello® display the following: "*Sale and delivery of alcohol to minors under the age of 18 is prohibited*". While this caption is not mandatory according to the Italian laws, it is hard to understand why no manufacturer (or perhaps only a few) remember to write it on packagings and on labels. We hope to raise some awareness.

What people say about us

The press has welcomed Melogranello® with affection and enthusiasm: "*The Italian competitor of the French Cassis*", "*The story of a liqueur born from Friendship*", "*Pomegranate liqueur: a social experience*", "*A new great lead for summer cocktails*", "*Melogranello® and bubbles, a cocktail love story is born*".

You can find some articles in the attached press review (ask us for the updated press review).

Where it can be purchased

Quadigex is looking for retailers, distributors and trading partners who believe in Melogranello®, to make a great success out of it. Melogranello® can be bought in restaurants, wine bars, gourmandise shops, pastry shops or ice cream parlours.

About Quadigex

We are an innovative Start-Up born specifically to launch and distribute Melogranello®, a challenge in the liqueur world since similar products are normally produced only on a handicraft basis. We are looking for retailers, distributors and trading partners who believe in our liqueur, to make a great success out of it.

To celebrate your friendships !

Quadigex srl – s.l. Via Durini 27 • 20122 Milano • Italy
Tel +39 02 5656.6149 • Fax +39 02 8715.3435
info@quadigex.it • www.quadigex.it • www.melogranello.it



Melogranello® is a registered trademark in Italy, European Union, Switzerland, USA, Russia and China.