

# FAST PENNY SPIRITS

FOR IMMEDIATE RELEASE

## Fast Penny Spirits Partners with Imperial Beverage to Enter Michigan Market

*The Seattle-based distillery is now offering their Italian-style amaro at retailers and restaurants across the Great Lake State.*

Seattle, WA (6/2/22) - [Fast Penny Spirits](#) is bringing their award-winning Amaranco and Amaranco Bianca to Michigan. The woman-owned and operated distillery partnered up with [Imperial Beverage](#) to offer the Italian-style amari to restaurants and retailers across the state.

Amaranco and Amaranco Bianca are luxurious and indulgently refined amari. Crafted with distilled west coast grapes and over 45 organic, wild-crafted, and consciously sourced botanicals, the amaro balances rich and herbaceous tones for a breathtakingly bold experience.

Both spirits just received gold medals from the American Distilling Institute's International Spirits Competition. Adding on to their 2021 gold medal wins at the prestigious San Francisco World Spirits Competition and the Denver International Spirits Competition.

In addition to creating sustainable amaro, Fast Penny is dedicated to stirring up positive change. Their *Pretty Penny* give-back program was ingrained in their business model from the start and contributes 3% of bottle revenue to elevate women in business, local communities, and the industry.

“We are thrilled to partner with Imperial Beverage to bring Amaranco and Amaranco Bianca to the residents of Michigan,” said Jamie Hunt, Founder and Chief Executive Officer. “Our goal is to always connect with local communities and we look forward to supporting and partnering with like-minded businesses across the state.”

Amaranco and Amaranco Bianca can be found at retailers, bars, and restaurants in California, Georgia, Michigan, Minnesota, Oregon, and Washington. The distillery also ships to over 30 states nationwide.



### [About Fast Penny Spirits](#)

Fast Penny Spirits is a woman-owned and operated amaro distillery and Certified B Corp™. Based in Seattle and inspired by the founder's Italian heritage, the company is committed to stirring up change. Blended with a combination of the highest-quality, wild-crafted, organic, and consciously-sourced botanicals, Fast Penny's spirits are rich, herbaceous, and captivating. Luxurious and refined, their Italian-style amari - Amaranco and Amaranco Bianca - are beautifully complex to sip on their own or swirl into a cocktail. With a constant eye on environmental impact and a 3% Pretty Penny give-back program, Fast Penny Spirits is dedicated to supporting and empowering women, local communities, and the hospitality industry.

### [About Imperial Beverage](#)

Imperial Beverage is a long-standing member of the Michigan beverage distribution community. Established in 1933 after the repeal of prohibition and purchased by Kalamazoo's Cekola family in 1984, Imperial has grown from a one county beer distributor to a top 10 statewide beer, wine, and spirits wholesaler. With 325 employees and four locations in Kalamazoo, Livonia, Ishpeming, and Traverse City, Imperial provides statewide coverage that serves every Michigan County, every week, all year long.

**Certified**



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#### About Amaro

Amaro is an herbal liqueur that can be sipped on its own or swirled into a cocktail. It is made from infusing a neutral base spirit, such as a grape or grain, with a blend of spices, herbs, roots, and flowers. With the help of popular cocktails, such as the Aperol Spritz or Negroni, a variety of different types of amaro have been quickly popping up on restaurant menus and in personal liquor cabinets across the country. While amaro translates to “bitter” in Italian, its flavor can vary widely from sweet to umami. Fast Penny Spirits, Amaricano and Amaricano Bianca, offers a balance of bitter and herbaceous.

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