

FAST PENNY SPIRITS

FOR IMMEDIATE RELEASE

Fast Penny Spirits Launches Veloce Society, A Subscription Amaro Club with a Special Limited Release

The woman-owned amaro distillery's new amaro club offers a simple way to elevate at home cocktailing

Seattle WA (2/22/22) - [Fast Penny Spirits](#), makers of Amaranico and Amaranico Bianca, have launched [The Veloce Society](#), an amaro subscription club.

Four times a year, members of The Veloce Society will be shipped two bottles of Amaranico of their choice. In addition to the convenience of at home cocktailing, member benefits include access to limited special releases, early access to events and collaborations, invitations to Veloce Society only events, 20% off Fast Penny branded merchandise, a complimentary libation on your birthday, and one complimentary VIP distillery tour each year for up to eight guests.

The first Veloce Society special release that's available to the club is a collaboration with [DeLille Cellars](#) in Woodinville, Washington. This version of Veloce's Cask Accomplice was rested for four months in DeLille Cabernet Sauvignon barrels at Fast Penny's shipyard distillery.

"As fans of DeLille's beautiful wines, it was really fun to be able to use their barrels for this special release," said Jamie Hunt, CEO of Fast Penny Spirits. "Veloce's Cask Accomplice is exceptional to sip neat, especially after dinner as a digestif and is simply sublime in an Amaranico Manhattan."

Fast Penny Spirits plans to offer a variety of unique special limited releases to its Veloce Society members. Expect more barrel aged Amaranico as well as other unique spirits and collaborations.

Amaricano and Amaranico Bianca can be found at [retailers, bars, and restaurants](#) in California, Georgia, Michigan (coming soon), Minnesota, Oregon, and Washington. The distillery also ships to over 30 states, nationwide.

The distillery is open to the public to pick up bottles, enjoy cocktails, and learn about amaro during open hours at the FPS Bottle Shop + Tasting Deck, where they serve cocktails and often host pop-ups. They are currently open Fridays 4 pm to 9 pm, and Saturdays and Sundays noon to 5 pm at 1138 W Ewing St, Suite B, Seattle, WA 98119.

For more information on special releases and events, follow Fast Penny on Instagram [@fastpennyspirits](#) and subscribe to their [newsletter](#).



[About Fast Penny Spirits](#)

Fast Penny Spirits is a woman-owned and operated award-winning amaro distillery. 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 - Amaranico and Amaranico 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. For more information, please visit www.fastpennyspirits.com.

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, Amaranico and Amaranico Bianca, offers a balance of bitter and herbaceous.

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