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Villa Massa honors Italian Golden Age with a limited edition bottle of Edizione Speciale La Dolce Vita

By **Jas Ryat** on April, 3 2018 | Spirits & Tobacco

Villa Massa *Edizione Speciale La Dolce Vita* pays homage to Italy's Golden Age with this new limited edition bottle

Zamora Company is unveiling its limited edition bottle for Villa Massa, the world's No.1 premium limoncello. The new packaging, available now in domestic and travel retail markets around the world, celebrates The Italian Golden Age, *La Dolce Vita.*

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Villa Massa *Edizione Speciale La Dolce Vita* has a vibrant design, inspired by the dolce vita era. The premium packaging portrays a relaxed, pleasure-filled Italian lifestyle and mirrors the quality of the liqueur itself.

Owned by Zamora Company, Villa Massa was founded in 1991 and was the first to commercialize an artisanal limoncello in Italy and abroad. The limoncello contains only PGI Sorrento oval lemon peels, which provide an authentic taste dating back to the same secret family recipe since the 1890s.

Zamora Company International Director Global Duty Free, Antony Kime says: “This limited edition bottle is bright and eye-catching and builds on the brand’s Italian heritage and authenticity. It will heighten awareness in store and not only attract the attention of existing drinkers, but also introduce new buyers to the brand.”

Villa Massa has an ABV of 30% and is distributed in over 50 countries across five continents. It is the market leader in the premium limoncello segment in Spain, Holland, Belgium, Russia, Portugal and Brazil. Villa Massa *Edizione Speciale La Dolce Vita* retails at the same price as Villa Massa.

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