

# MALAFEMMENA

*Italian Soft Drinks*

PRODOTTA PER TRADIZIONE NELLE INDUSTRIE  
**ORSADRINKS**

# SAPORE ITALIANO





**MALAFEMMENA IS PART  
OF THE ORSADRINKS PORTFOLIO  
OF BRANDS – A RENOWNED  
COMPANY IN THE GLOBAL HORECA  
INDUSTRY SINCE THE 90s.**

The name of the brand, Malefemmena, is derived from a Neapolitan song written by the famous Italian actor and comedian, Totò, in 1951. The story is that he wrote the lyrics while staying in the picturesque Italian town of Formia, at the Hotel Miramare. The song is about his thwarted love for a “Malafemmena”, which is a virtuous, charming and intriguing woman desired by all men. A “Malafemmena” is hard to please but very rewarding if you do, she does not care about what you do; She lives her life free and unburdened.

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We chose this name for the brand because, like the Malafemmena in the song, the Malafemmena drink is desirable. The Malafemmena in Totò's song is the perfect life partner in the same way the Malafemmena drink is the ideal partner for your favourite spirits.





# A UNIQUELY ITALIAN DRINK

In Italy, we appreciate the value of using the best ingredients. As a result, only natural ingredients are used in the creation of each bottle of Malafemmena. These are delicately blended together to form a fresh and light soda water, directly sourced from the high-altitude alpine springs.

**FREE OF ALL PRESERVATIVES  
AND COLOURING, THE ONLY SWEETNESS  
WE ADD TO MALAFEMMENA  
IS A TOUCH OF SUGAR CANE.**

MONVISO IS THE HIGHEST PEAK OF THE COTTIAN ALPS, LOCATED IN ITALY CLOSE TO THE FRENCH BORDER. IT IS WELL KNOWN FOR ITS PYRAMID-LIKE SHAPE AND IT CAN BE SEEN FROM A GREAT DISTANCE. IN ITALY, IT IS ALSO KNOWN AS "THE STONE KING" AND HAS BEEN RECOGNISED AS A UNESCO WORLD HERITAGE SITE SINCE 2013. IT IS ALSO THOUGHT TO BE THE PEAK THAT INSPIRED THE FAMOUS PARAMOUNT LOGO.





# TONIC WATER

QUININE IS A NATURAL EXTRACT DERIVED FROM THE BARK OF THE CINCHONA TREE AND IT IS THE DISTINCTIVE INGREDIENT IN TONIC WATER THAT GIVES IT A SLIGHTLY BITTER TASTE.

FOR OVER 350 YEARS, THIS ESSENCE WAS USED AS A TREATMENT AGAINST MALARIA.

DURING THE HUNDRED YEARS WAR, SOLDIERS WOULD MIX QUININE INTO THEIR WATER ALONGSIDE SUGAR AND LOCAL FRUITS, THUS CREATING THE FIRST VERSION OF WHAT WE KNOW TODAY AS TONIC WATER. NOWADAYS, MANY TONIC WATERS USE ARTIFICIAL FLAVOURING TO REPLICATE THE BITTERNESS OF QUININE AS A CHEAP ALTERNATIVE.

WITH MALAFEMMENA WE HAVE STAYED TRUE TO THE ORIGINAL RECIPE.



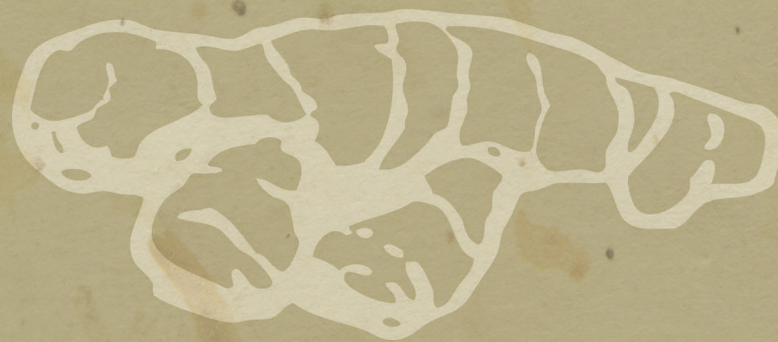


# GINGER BEER

THE ORIGINS OF GINGER BEER DATE BACK TO THE 18<sup>TH</sup> CENTURY IN THE UK, WHERE GINGER ROOTS, LIME, YEAST AND SUGAR WERE ADDED TO THE FERMENTATION PROCESS OF ALCOHOL.

TODAY, MANY GINGER BEERS, SUCH AS OURS, ARE NON-ALCOHOLIC AND ARE KEY INGREDIENTS IN MANY CLASSIC COCKTAILS SUCH AS THE MOSCOW MULE AND THE DARK & STORMY.

OUR DEDICATION TO ONLY USING THE BEST, NATURAL INGREDIENTS CONTINUES WITH MALAFEMMENA GINGER BEER, ALLOWING IT TO STAND OUT FROM THE CROWD FOR ITS STRONG AROMA AND SPICY FLAVOUR.





# POMPELMO R O S A

ACQUISTIAMO I POMPELMI ROSA DIRETTAMENTE ALLA FONTE DOVE CRESCONO SUGLI ALBERI FINO AL MOMENTO ESATTO DI MATURAZIONE.

SENZA ALCUN TIPO DI COLORANTE E DI CONSERVANTE, IL POMPELMO MALAFEMMENA SI ABBINA PERFETTAMENTE CON I COCKTAIL A BASE DI TEQUILA E DI VODKA.





# Coffee Tonic

*This delicious soft drink is born from our 20+ years experience in the world of coffee.*

*Featuring a dash of quinine and a blend of coffee beans, this tonic water delivers both a bitterness and a deep flavour that mixes particularly well with complex spirits such as whisky.*





# LEMON TONIC

THIS UNIQUE TONIC WATER IS FLAVOURED WITH THE ESSENTIAL OILS OF SICILIAN LEMONS, GROWN IN ORCHARDS SURROUNDING THE ORSADRINKS FACILITIES.

SICILIAN LEMONS ARE RENOWNED AROUND THE WORLD FOR THEIR UNIQUE FLAVOUR AND AS A RESULT, THEY ARE A KEY INGREDIENT IN MANY OF OUR BRANDS.

THE TASTE AND THE AROMA OF MALAFEMMENA LEMON TONIC CANNOT BE COMPARED TO ANY OTHER LEMON TONIC. TRY IT WITH A PURE, DRY GIN FOR THE BEST EXPERIENCE.







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**E SAI COSA BEVI...**



BY  
**ORSADRINKS**