

For Immediate Release

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***LAZZARONI AMARETTO JOINS LAIRD PORTFOLIO***

Scobeyville, NJ, April 1, 2010 -- Laird & Company, America's oldest licensed distiller and importer of distinctive wines and spirits from around the world, announces the addition of Lazzaroni Amaretto to their portfolio.

Known as the "Authentic Italian Amaretto since 1851", Lazzaroni Amaretto is still made and bottled in Saronno, Italy today according to an old and unique formula -

the infusion of the famous cookies "Amaretti di Saronno". It is produced in a unique squared bottled. Drink on the rocks, neat or in mixed drinks. The 750 ML and 750 ML gift set will be offered in the US market.



Tom Alberico, Vice President—Sales & Marketing for Laird & Company said, "Authentic, high quality products like Lazzaroni Amaretto stand the test of time. We are thrilled to add the Lazzaroni brand to our premium import portfolio".

In addition to the Lazzaroni Amaretto, Laird & Company will also import Lazzaroni Sambuca. The Sambuca is a sweet, strong liqueur whose base consists of essential oils extracted through steam distillation of the seeds from the star anise with the addition of a concentrated solution of sugar and other natural aromas. The 750 ML bottle will be offered in the US market.

Laird & Company established its import division in 1990 and currently imports an impressive range of wines and spirits from around the world. Among the many quality products represented in its portfolio are Moletto Pinot Grigio, Santa Sofia Amarone, Pietrafitta Vernaccia, Valdivieso Chilean wines, Casoni Limoncello, Sortilege and Mazzetti Grappa.

For more information about the wines and spirits of Laird & Company's Import Division or the company's other fine products, contact 1-877-GET-LAIRD or visit their web site at [www.lairdandcompany.com](http://www.lairdandcompany.com).

