



**PRESS RELEASE**  
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**SEMPRE BEVE APERITINI: FROM CANDLE TO TASTING GLASS**

*Craft-cocktail inspired candles in collectible glasses evoke la dolce vita, earth-friendly values*

ATLANTA – Bigger than a votive, Sempre Beve’s 4-ounce Aperitini version of its Classic Candle comes in seven al fresco scents based on Italian craft cocktails. The versatile size is perfect for entertaining – a grouping adds instant elegance to a buffet, side table or terrace.

Sempre Beve (from the Italian words for "always" and "drink") loosely translates to "celebrate life every day." Each scent is based on the essence of an iconic Italian aperitivo – Americano, Aperitivo, Spritz, Vermuth, Orangecello, Limoncello and Champagne. An unscented version, Acqua, is also available.

In developing the scents, Italian-born founder Ursula Terrasi wanted to go beyond merely replicating the ingredients in cocktails. For example, she got the idea for Spritz while sitting on a terrace overlooking Lake Como in Italy, sipping an Aperol Spritz and smelling the wild sage that covered the hillsides. For her holiday candle, Champagne, she wanted to evoke a winter holiday scene straight out of a movie: a freshly cut tree and snow and champagne. Terrasi decided to launch the candles nationwide after they sold like hotcakes when she introduced them in her lifestyle store in Kansas City last December.

Once the artisanal soy candles are burned, the high-quality frosted glasses become chic party glasses, the start of a fabulous collection. The transformation from candle to cocktail ware fits in with growing customer demand for products that endure and are not discarded. A portion of Sempre Beve’s profits benefits highly rated conservation groups with a strong track record. This year’s recipient is the Nature Conservancy.

*About Sempre Beve: “Being Italian born, I’ve always embraced timeless style, natural materials, and la dolce vita – the art of living well. My al fresco scented, earth-friendly candles evoke the Italian tradition of aperitivi, a civilized ritual of savoring before-dinner drinks to whet the appetite. It’s about relaxing and enjoying life with friends.” – Sempre Beve founder Ursula Terrasi.*

*Sempre Beve products are manufactured in the United States using natural ingredients.*

*Terrasi owns a high-performing lifestyle store, Terrasi Living and Scandia Home, on the Country Club Plaza in Kansas City.*

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