

Fabrizia Spirits Launches Spritz Variety Pack, Expanding Its Leadership in the Limoncello Spritz Category

New Hampshire-based, family-owned brand continues to innovate in the fast-growing ready-to-drink (RTD) category

SALEM, NH, UNITED STATES, May 6, 2026 /EINPresswire.com/ -- [Fabrizia Spirits](https://www.einpresswire.com/brand/fabrizia-spirits), a family-owned and operated spirits company based in New Hampshire, announced the launch of its new spirits based [Spritz](#) Cocktail Variety Pack, building on the success of its popular [Limoncello](#) line. Fabrizio is uniquely positioned to utilize their authentically created, all-natural Limoncello as the foundation for its Limoncello spritz and inspiring its broader spritz portfolio.



Spritz Cocktail Variety Pack

The launch follows a remarkable period of expansion for the company's flagship Limoncello line, which has achieved 20% annual growth over the past five years and now reaches 25 states. This growth comes as spritz cocktails, particularly limoncello spritz, continue to gain placement on bar and restaurant menus as well as expanded retail distribution, signaling strong momentum for the category.

Fabrizia Spritz Canned Cocktail Variety 8 Pack (7% ABV) includes:

- Limoncello Spritz (3 cans): Made with Fabrizio Limoncello, sparkling Italian wine, and soda water, delivering a bright, crisp finish.
- Blueberry Spritz (3 cans): Featuring Fabrizio Blueberry Liqueur made with Maine blueberries, sparkling Italian wine, and soda water, with a juicy finish. (New flavor)
- Blood Orange Spritz (2 cans): Crafted with Fabrizio Blood Orange Liqueur, sparkling Italian wine,

and soda water, offering a balanced touch of tartness. (New flavor)

“With our focus on high-quality ingredients and approachable, better-for-you cocktail options, Fabrizia continues to resonate with consumers in the RTD space. In particular on our Spritz line, we use a high quality imported Italian wine as the products base, blended with our liqueurs and sparkling soda water,” said Phil Mastroianni, Co-Owner and Co-Founder of Fabrizia Spirits, along with his brother Nick.

Media Contact

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About Fabrizia Spirits

Fabrizia Spirits is a family-owned spirits company based in Salem, New Hampshire, best known for its handcrafted Limoncello and Italian-inspired RTD cocktails. With a commitment to quality and innovation, Fabrizia continues to lead the way in the growing citrus aperitivo and RTD cocktail categories.

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