

# ORONERO

LIQUIRIZIA PURA e AROMATIZZATA

100% PURE LIQUORICE

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# ORONERO

LIQUIRIZIA PURA e AROMATIZZATA

THE BRAND FOR THE MOST  
DEMANDING CONSUMER  
WHO SEEKS HIGH QUALITY AND VARIETY  
OF SHAPES AND TASTES.

ORONERO IS THE TOP OF THE RANGE.  
LIQUORICE TO BE ENJOYED WITH PASSION,  
AVAILABLE IN VARIOUS SIZES,  
FLAVORS AND PACKAGING TO MEET  
THE DIFFERENT NEEDS OF CONSUMERS.

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SIREA'S HISTORICAL BRAND SINCE 1984.  
GREAT PRESTIGE.

- 100% PURE LIQUORICE
- HIGH QUALITY RAW MATERIALS
- INTENSE FLAVOUR



HIGH QUALITY LIQUORICE



## LIQUORICE IDENTIKIT

LIQUORICE (GLYCYRRHIZA GLABRA) IS A PERENNIAL PLANT UP TO ONE METER TALL.  
IN SPRING IT BECOMES BLuish.  
GATHERED IN RACEMES AT THE AXIL OF THE LEAVES, THE FRUITS ARE SMALL ELONGATED  
LEGUMES CONTAINING BLACK OVAL SEEDS.  
KNOWN IN ANCIENT EGYPT AND ANCIENT INDIAN MEDICINE, IT WAS ALSO KNOWN  
IN THE GREEK/ ROMAN MEDICINE.  
DEDICATED TO THE CONSUMER SEEKING INTENSE TASTE AND BENEFICIAL PROPERTIES.  
IT IS USED IN THE CONFECTIONERY, LIQUOR AND COSMETIC INDUSTRY.

## WHERE IT GROWS

LIQUORICE PRODUCTION IS CONCENTRATED IN EUROPE, MIDDLE EAST AND ASIA:  
SPAIN, FRANCE, ITALY IN PARTICULAR CALABRIA, GREECE, TURKEY, RUSSIA, SIRIA, IRAN,  
IRAQ, AFGHANISTAN, CHINA, MONGOLIA.

## WHEN IT'S COLLECTED

HARVEST TAKES PLACE WITH PARTICULAR CARE IN AUTUMN.  
IN THE MONTHS OF SEPTEMBER, OCTOBER, NOVEMBER.

## THE PROCESSING PHASE

THE ACTIVE INGREDIENT GLYCYRRIZIC ACID IS PRESENT IN PLANTS IN FORM OF  
AMMONIUM SALT, A WATER-SOLUBLE DERIVATE, WITH A SWEET TASTE, WHICH IS DUE  
TO THE CHARACTERISTIC TASTE OF LIQUORICE ROOT.

## PRODUCTION CYCLE

A CAREFUL SELECTION OF THE RAW MATERIAL, THE TRANSFORMATION  
IN THE PODUCTION PLANT, THE REALIZATION OF VARIOUS SHAPES  
AND TASTES UP TO ACCURATE AND PRECISE PACKAGING.

SIREA CONTROLS THE PRODUCTION CYCLE  
FROM THE SELECTION OF RAW MATERIALS  
TO THE FINAL PACKAGING





## TRONCHETTO GOLD LINE

A RANGE OF METAL BOXES PARTICULARLY PRIZED  
AND STUDIED IN THE DETAILS.

GOLD, METAL AND AN EYE-CATCHING GRAPHIC TO ENCOURAGE  
THE IMPULSE PURCHASE AND VISIBILITY ON THE COUNTER.



**ORONERO PURE LIQUORICE  
TRONCHETTO**  
METAL BOX 18g



**ORONERO LIQUORICE TRONCHETTO  
WITH GINGER AND LEMON**  
METAL BOX 18g



**ORONERO LIQUORICE TRONCHETTO  
WITH RED FRUITS**  
METAL BOXg

AN ELEGANT AND  
ERGONOMIC BOX,  
IDEAL AS POCKET SIZE.  
IT CONTAINS 18g OF PURE  
LIQUORICE TRONCHETTO  
AND TWO BRAND-NEW  
FLAVORINGS: RED FRUITS  
AND GINGER&LEMON.

THE CHOICE OF MIXING GOLD  
AND BLACK MAKES THE BOX  
VISIBLE ON THE SHELF AND  
ENCOURAGES THE PURCHASE.



**ORONERO TRONCHETTO - ASSORTED DISPLAY**  
METAL BOX 18g  
DISPLAY 18 PCS  
CARTON 6 DISPLAYS  
Code: 13100693



**ORONERO PURE LIQUORICE  
TRONCHETTO**  
METAL BOX 18g  
DISPLAY 18 PCS  
CARTON 6 DISPLAYS  
Code: 13100683

ORONERO TRONCHETTO 18g  
METAL BOX, AN ELEGANT  
DISPLAY OF 18 PIECES.  
HIGH VISIBILITY ON THE COUNTER.



**ORONERO LIQUORICE  
TRONCHETTO WITH  
RED FRUITS**  
METAL BOX 18g  
DISPLAY 18 PCS  
CARTON 6 DISPLAYS  
Code: 13100687



**ORONERO LIQUORICE  
TRONCHETTO WITH  
GINGER AND LEMON**  
METAL BOX 18g  
DISPLAY 18 PCS  
CARTON 6 DISPLAYS  
Code: 13100688



# ORONERO PURE LIQUORICE

TRONCHETTO 2 PCS BIPACK

## ORONERO BI-PACKS:

THREE ELEGANT AND DISTINCTIVE METAL BOXES CONTAINING 18g OF PURE AND FLAVOURED LIQUORICE EACH IN THE TRADITIONAL TRONCHETTO SHAPE AND BEST KNOWN BY THE CONSUMER.



**ORONERO  
PURE LIQUORICE**  
Bi-pack Tronchetto 18gx2  
Carton 24 pcs  
Code: 34102740



**ORONERO TRONCHETTO  
LIQUORICE RED FRUITS FLAVOURED**  
Bi-pack Tronchetto 18gx2  
Carton 24 pcs  
Code: 34102752



**ORONERO TRONCHETTO  
LIQUORICE GINGER WITH LEMON**  
Bi-pack Tronchetto 18gx2  
Carton 24 pcs  
Code: 34102747

# THE BOX

A PARTICULARLY ELEGANT AND DISTINCTIVE RANGE OF ORONERO CASE DEDICATED TO THE CLASSIC SHAPE MORE KNOWN BY THE CONSUMER AS THE CLASSIC TRONCHETTO.



**ORONERO TRONCHETTO**  
BOX 35G  
DISPLAY 16 PCS  
CARTON 6 DISPLAYS  
Code: 13100593



# ORONERO FRANTUMATA

PURE LIQUORICE SACHET 50g

**50g OF PURE CRUSHED LIQUORICE:**

IRREGULAR SHAPE, INTENSE AND SATISFYING TASTE.

A SACHET INTENDED FOR FAMILY OR COMPLEMENTARY CONSUMPTION.

DISTINCTIVE PACKAGING FOR HIGH VISIBILITY ON THE SHELF.



**ORONERO**  
**FRANTUMATA 50g BAG**  
Display Box 24 sachets  
Carton 1 display  
**Code: 12410520**

THE MOST PRESTIGIOUS PURE LICORICE BRAND  
IN A FAMILY FORMAT.  
HIGH IMPACT PACKAGING ON THE SHELVES.

# ORONERO FRANTUMATA

PURE LIQUORICE GLASS JAR 200g

AN ELEGANT TRANSPARENT GLASS JAR WITH SEALING WAX FOR A UNIQUE  
AND ELEGANT PACKAGE: **200g OF PURE LIQUORICE FOR CONSUMPTION IN**

THE FAMILY OR AS A GIFT IDEA. UNIQUE LIQUORICE WITH

AN IRREGULAR SHAPE PARTICULARLY SATISFYING IN CONSUMPTION.



**ORONERO**  
**PURE LIQUORICE**  
**FRANTUMATA GLASS JAR 200g**  
Carton 6 jars  
**Code: 11301207**

STYLISH GLASS JAR,  
HIGH QUALITY GUARANTEED  
BY THE INTEGRATED CONTROL  
OF THE PRODUCTION CHAIN.



## ORONERO BILIA

BOX DEDICATED TO THE FANS.  
ELEGANT DESIGN DEDICATED TO SALE  
BY PIECE OF BILIA, BILIONE AND BIG-BILIONE.

**ORONERO LIQUORICE STICKS  
PACKED INDIVIDUALLY:  
8g - 16g - 32g  
OF PURE LIQUORICE.**



**ORONERO BILIA 8g**  
METAL POT  
POT 100 PCS  
Code: 10100002



**ORONERO BILIA 8g**  
CERAMIC POT  
POT 200 PCS  
Code: 10100001



**ORONERO BILIA 8g**  
**ORONERO BILIONE 16g**  
**ORONERO BIG BILIONE 32g**

## ORONERO PURE LIQUORICE

TRANSPARENT PET JAR 100g, HEARTS & STARS AND TRONCHETTO

A PARTICULARLY ATTRACTIVE PACKAGING:  
TRANSPARENT JAR WITH METAL CAP, 100g OF PURE LIQUORICE,  
AVAILABLE IN TWO SHAPES:  
BLEND OF HEARTS AND STARS OF PURE, UNIQUE AND DISTINCTIVE LIQUORICE.  
TRONCHETTO, PURE LIQUORICE, BETTER KNOWN  
AND SOUGHT AFTER BY THE CONSUMER.  
IDEAL PACKAGING FOR FAMILY CONSUMPTION OR AS A GIFT.



**ORONERO  
PURE LIQUORICE**  
Hearts and Stars 100g  
Display Box with 6 PET jars  
Code: 10300243



**ORONERO  
PURE LIQUORICE**  
Tronchetto 100g  
Display Box with 6 PET jars  
Code: 10300233



**TWO SHAPES: THE CLASSIC TRONCHETTO  
AND THE ORIGINAL HEARTS AND STARS  
DISTINCTIVE JARS.**



# ORONERO GOLD PEPITE

TRANSPARENT PET JAR

THE INTENSE FLAVOUR OF LIQUORICE ENRICHED  
BY BERGAMOT FOR A UNIQUE GOLD  
PEPITA AND MINT TASTE.



**ORONERO BERGAMOT &  
LIQUORICE GOLDEN**  
Candy 80g  
Display Box with 6 PET Jars  
Code: 10300249

# ORONERO SILVER PEPITE

TRANSPARENT PET JAR

THE INTENSE FLAVOUR OF LIQUORICE  
THE SILVER TERRACATTÙ PEPITA  
WITH ITS TYPICAL LIQUORICE  
AND MINT TASTE.



**ALL THE BRIGHTNESS  
OF GOLD AND SILVER  
IN A JAR!**

**ORONERO TERRACATTÙ**  
Candy 80g  
Display Box with 6 PET Jars  
Code: 10300250





## SIREA AND ITS PERSONALIZED LIQUORICE



THE WIDE RANGE OF "LOOSE" LIQUORICE CANDIES  
IS MADE BY DIFFERENT SHAPES AND FLAVOURING  
AS A DEMONSTRATION OF SIREA'S PRODUCTION CAPABILITY  
TO OFFER THE MARKET ALWAYS NEW AND APPEALING  
SHAPES FOR A DEMANDING MARKET.



PART OF THE RANGE IS MADE BY STANDARD  
SHAPES LIKE TRONCHETTO AND ROMBETTO  
AS WELL AS UNIQUE AND SMART SHAPES  
LIKE FRANTUMATA, HEARTS AND STARS.

RESPECTING THE MINIMU PRODUCTION QUANTITIES,  
SIREA IS ABLE TO CREATE AND STUDY NEW CUT AND FLAVOURING.

THE CONSTANT STUDY AND RESEARCH OF DIFFERENTIATION  
ALLOWS SIREA TO LAUNCH ON THE MARKET NEW FORMS,  
NEW FLAVOURING AND NEW PRODUCTS



## THE THOUSAND SHAPES OF LIQUORICE

CHOOSE THE ONE YOU PREFER FROM THE TIMELESS CLASSIC  
CUT TO THE FINEST AND UNIQUE SHAPE MADE SOLELY BY SIREA.  
EACH SHAPE IS AVAILABLE IN DIFFERENT FLAVOURINGS



### **TRONCHETTO THE CLASSICS**

AVAILABLE: PURE, MINT,  
CITRUS FRUITS, ANISE, HONEY,  
RED FRUITS, GINGER&LEMON



### **DISCHETTO WITH GINSENG, SUPERSTRONG AN ORIGINAL TASTE WHO LOVES CHANGING.**

AVAILABLE: GINSENG, SUPERSTRONG, PURE



### **FRANTUMATA FOR LIQUORICE LOVERS**

AVAILABLE: PURE, MINT, SALTY



### **LIQUORICE MINI TRONCHETTO + CACHOU**

AVAILABLE: PURE, MINT, ANISE, VANILLA,  
VIOLET, EUCALYPTUS



### **LIQUORICE HEARTS A SHAPE FULL OF LOVE**

AVAILABLE: PURE



### **LIQUORICE STARS LIQUORICE IN ITS BRIGHTEST SHAPE**

AVAILABLE: PURE



### **ROMBETTO FOR PASSIONATE ONLY**

AVAILABLE: PURE, ANISE, MINT



### **DISCHETTO TOSCA FOR THOSE SEARCHING A SWEETER LIQUORICE**



## AN EXCELLENT WIDE RANGE



**BOX 1KG**  
Carton 12 boxes



**BOX 1KG**  
Carton 12 boxes  
Code: 11410800



**BOX 1KG**  
Carton 12 boxes  
Code: 11410801



**LIQUIRIZIA "TOSCA" ITALY**  
Box 1kg  
Carton 12 boxes  
Code: 11410515

## A RANGE OF EXCELLENCE



**ORONERO LIQUORICE EXTRACT**  
Plastic jar 1 kg  
Code: 11601506

IDEAL FOR:  
ICE-CREAMS,  
CANDIES,  
SPIRITS.



**ORONERO LIQUORICE POWDER**  
Glass dispenser 45g  
Carton 8 pcs  
Code: 12202110



EXCLUSIVE RECIPES  
DEVELOPED  
BY SIREA!

**ORONERO LIQUORICE POWDER**  
Powder - 1 kg box  
Box 1 kg  
Carton 12 box  
Code: 12202102



## THE PHILOSOPHY THAT MAKES SIREA'S LIQUORICE UNIQUE



### QUALITY

CONTINUOUS QUALITY CHECKS TO GUARANTEE THE PLACING ON THE MARKET OF A PRODUCT THAT COMPLIES TO THE REGULATION IN FORCE.

### INNOVATION

PRODUCT INNOVATION AND PRODUCTION CAPACITY TO CREATE INNOVATIVE FORMATS FROM THE MOST COMMON TO THE MOST SOPHISTICATED FORMS.

### THE LOOK

GREAT ATTENTION TO THE LOOK, THE QUALITY OF THE PACKS AND GRAPHIC CHOICES IN ORDER TO ACHIEVE EXCELLENCE.

### R&D

A CONSTANT SEARCH FOR NEW MARKET SEGMENTS AND NEW WAYS OF USING THE PUREST LIQUORICE PRODUCT.

### A GROWING MARKET

TODAY THE CONSUMERS ARE PARTICULARLY ATTENTIVE TO HEALTH ASPECTS AND OFTEN RECOGNIZE THE BENEFICIAL PROPERTIES OF LIQUORICE BY IDENTIFYING IT AS A NATURAL PRODUCT.

THE CONSUMER KNOWS THE VARIOUS WAYS OF USING LIQUORICE TO GET THE BENEFICIAL EFFECTS (INFUSION, TEAS, etc...) AND TODAY MORE AND MORE OFTEN USE IT IN KITCHEN. LIQUORICE IS PERCEIVED AS A HEALTHY ALTERNATIVE TO OTHER SWEETS.



## LIQUORICE ROOT

LIQUORICE ROOTS ARE HARVESTED IN AUTUMN AFTER THREE YEARS CULTIVATION. AS A FIRST STEP THEY ARE SUBJECTED TO DECORTING AND THEN TO DRYING PROCESS.

THE FINAL RESULT IS A ROOT STICK READY TO BE USED AT HOME TO PREPARE SWEETS, CAKES, LIQUORS AND HERBAL TEA.



**SINGLE WRAPPED  
ROOT: SLOWLY  
TASTE THE  
INTENSE  
FLAVOUR OF  
LIQUORICE ROOT**



**LIQUORICE ROOT – 1KG BOX**  
CARTON 16 BOXES  
Code: 11801723



**PEELED LIQUORICE ROOT**  
CARTON 7kg  
Code: 11801705

**SINGLE WRAPPED ROOT:  
SLOWLY TASTE  
THE INTENSE FLAVOR  
OF LICORICE ROOT**



**ORONERO ROOT**  
CARTON 100PCS  
Code: 11801707





# THE HIGH QUALITY LIQUORICE ROOT

IN A PRACTICAL POCKET SIZE

**SFIZIA:** THE LIQUORICE FOR LIQUORICE LOVERS AVAILABLE IN A POCKET SIZE.

**SINGLE BOX:** A 25G POCKET BOX SUITABLE FOR ANY TIME OF THE DAY.



HIGH VISIBILITY  
PACKAGING

**SFIZIA  
LIQUORICE ROOT**  
25g box in a 20 boxes  
counter display  
Outer carton  
with 8 displays  
Code: 12722013



LIQUORICE ROOT "PAR EXCELLENCE" FOR  
LIQUORICE LOVERS AVAILABLE IN A SINGLE  
LITTLE BOX AND BI-PACK BOX



# THE HIGH QUALITY LIQUORICE ROOT

IN A PRACTICAL POCKET SIZE

**SFIZIA:** THE LIQUORICE FOR LIQUORICE LOVERS AVAILABLE IN A POCKET SIZE.

**SFIZIA BI-PACK:** PRACTICAL BI-PACK WITH HIGH IMPACT ON THE SHELF  
SUITABLE FOR THE IMPULSE PURCHASE.

HIGH VISIBILITY  
ON THE SHELF

**SFIZIA LIQUORICE ROOT**  
50g Bi-pack  
in a 12 bi-packs counter display  
Outer carton with 2 displays  
of 12 bi-packs  
Code: 34102731







# REGLISSE AU CACHOU

A LITTLE YELLOW TIN IN YOUR POCKET  
A COLLECTION LINE FOR THE MOST DEMANDING CONSUMERS LOOKING  
FOR HIGH QUALITY LIQUORICE ENRICHED BY EIGHT FLAVOURS



**REGLISSE AU CACHOU**  
ANISEED MINI CYLINDER 9G TIN

**REGLISSE AU CACHOU**  
VIOLET MINI CYLINDER 9G TIN

**REGLISSE AU CACHOU**  
VANILLA MINI CYLINDER 9G TIN



**REGLISSE AU CACHOU**  
PURE LIQUORICE STARS 9G TIN

**REGLISSE AU CACHOU**  
PURE LIQUORICE MINI CYLINDER 9G TIN

**REGLISSE AU CACHOU**  
MINT MINI CYLINDER 9G TIN



**REGLISSE AU CACHOU**  
EUCALYPTUS MINI CYLINDER 9G TIN

**REGLISSE AU CACHOU**  
PURE LIQUORICE HEARTS 9G TIN



**RÉGLISSE AU CACHOU**  
Violet  
Mini Cylinder 9g tin  
24 pcs display box  
Code: 12410327



**RÉGLISSE AU CACHOU**  
Aniseed  
Mini Cylinder 9g tin  
24 pcs display box  
Code: 12410323



**RÉGLISSE AU CACHOU**  
Mint  
Mini Cylinder 9g tin  
24 pcs display box  
Code: 12410326



**RÉGLISSE AU CACHOU**  
Pure Liquorice  
Mini Cylinder 9g tin  
24 pcs display box  
Code: 12410324



**RÉGLISSE AU CACHOU**  
Vanilla  
Mini Cylinder 9g tin  
24 pcs display box  
Code: 12410325



**RÉGLISSE AU CACHOU**  
Pure Liquorice  
Stars 9g tin  
24 pcs display box  
Code: 12410320



**RÉGLISSE AU CACHOU**  
Eucalyptus  
Mini Discs 9g tin  
24 pcs display box  
Code: 12410322



**RÉGLISSE AU CACHOU**  
Pure Liquorice  
Hearts 9g tin  
24 pcs display box  
Code: 12410321





## LE COLLEZIONI

# REGLISSE AU CACHOU

PRACTICAL ROUND BOXES FOR DYNAMIC CONSUMERS



**RÉGLISSE AU CACHOU**  
VIOLET  
MINI CYLINDER  
13G ROUND BOX



**RÉGLISSE AU CACHOU**  
MINT  
MINI CYLINDER  
13G ROUND BOX



**RÉGLISSE AU CACHOU**  
ANISEED  
MINI CYLINDER  
13G ROUND BOX



**RÉGLISSE AU CACHOU**  
VANILLA  
MINI CYLINDER  
13G ROUND BOX



**RÉGLISSE AU CACHOU**  
PURE LIQUORICE  
MINI CYLINDER  
13G ROUND BOX



**MAXI RÉGLISSE AU CACHOU**  
EUCALYPTUS  
MINI CYLINDER  
15G ROUND BOX



**RÉGLISSE AU CACHOU**  
ANISEED  
MINI CYLINDER 13 GR TIN  
18 PCS DISPLAY BOX  
CARTON WITH 24 DISPLAYS  
Code: 12410312



**RÉGLISSE AU CACHOU**  
MINT  
MINI CYLINDER 13 GR TIN  
18 PCS DISPLAY BOX  
CARTON WITH 24 DISPLAYS  
Code: 12410311



**RÉGLISSE AU CACHOU**  
PURE LIQUORICE  
MINI CYLINDER 13 GR TIN  
18 PCS DISPLAY BOX  
CARTON WITH 24 DISPLAYS  
Code: 12410310



**RÉGLISSE AU CACHOU**  
VANILLE  
MINI CYLINDER 13 GR TIN  
18 PCS DISPLAY BOX  
CARTON WITH 24 DISPLAYS  
Code: 12410313



**MAXI RÉGLISSE AU CACHOU**  
EUCALYPTUS  
MINI CYLINDER 15 GR TIN  
30 PCS DISPLAY BOX  
CARTON WITH 14 DISPLAYS  
Code: 13100401



**RÉGLISSE AU CACHOU**  
VIOLET  
MINI CYLINDER 13 GR TIN  
30 PCS DISPLAY BOX  
CARTON WITH 14 DISPLAYS  
Code: 13100400



## LE COLLEZIONI



**ANTICA LIQUIRIZIA  
DI S. BARTOLOMEO**

**Sfizia  
collection**

## SPECIAL PHARMACY LINE

THE OLD LIQUORICE OF SAINT BARTOLOMEO  
IS A SPECIAL RANGE OF PRODUCTS CREATED EXCLUSIVELY FOR PHARMACIES  
AND OFFERS TOP QUALITY PURE AND FLAVOURED LIQUORICE



**ORONERO S. BARTOLOMEO  
30 PCS. DISPLAY BOX**  
5 Bags Oronero Pure Liquorice - 50g  
5 Bags Oronero Liquorice & Anise - 50g  
5 tins Oronero Liquorice & Eucalyptus - 40g  
5 tins Oronero Liquorice Red Fruits Flavour - 40g  
5 tins Oronero Liquorice Ginger with Lemon - 40g  
5 tins Oronero Liquorice & Ginseng - 40g  
**Code: 10700000**



**ORONERO S. BARTOLOMEO  
LIQUORICE & EUCALYPTUS 40G  
12 pcs display box**



**ORONERO S. BARTOLOMEO  
LIQUORICE & GINSENG 40G  
12 pcs display box**



**ORONERO S. BARTOLOMEO  
RED FRUITS FLAVOUR 40G  
12 pcs display box**



**ORONERO S. BARTOLOMEO  
LIQUORICE & GINGER  
WITH LEMON 40G  
12 pcs display box**

## SFIZIA VINTAGE COLLECTION

THE ELEGANT AND PRACTICAL TIN BOXES OF 40g  
VINTAGE PACKAGING THAT ENCOURAGE  
THE PURCHASE OF IMPULSE



**SFIZIA COLLECTION ASSORTED DISPLAY  
BOX 40G - 8PCS DISPLAY BOX**  
consisting of:  
- Ballando sul Titanic - 2 metal tins of 40g  
- Lordy Byron - 2 metal tins of 40g  
- I Buddenbrook - 2 metal tins of 40g  
- La Signora dell'Isola - 2 metal tins of 40g  
**Code: 13200113**



# ORONERO

LIQUIRIZIA PURA e AROMATIZZATA



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