



MARTINI® HISTORICAL FACT SHEET

COMPANY

1863 – The story of MARTINI® begins with the combination of three very different personalities - Alessandro Martini was a gifted salesman, Teofilo Sola the accountant and Luigi Rossi, creative herbalist and liqueur expert.

1864 – Pessione became the home of MARTINI®, near a source the best grapes and herbs and next to the Turin-Genoa railway. - an ideal spot for a production plant, which would be the key to the company's rapid international expansion.

1867 – The Martini, Sola e C.ia team shipped crates of their vermouth across the Atlantic Ocean to New York on a steamship named Hermann. A year later, the figures confirmed, *'Martini, Sola e C.ia exported three quarters of the vermouth sold in the USA'*.

1872 – Four years later, the company negotiated with Northern Italy Railways to build a private railway track *inside* the plant, connecting them directly to the royal station of Pessione.

1873 – The label was redesigned to include a new honour, *'By appointment to their royal majesties, the Kings of Italy and Portugal'*.

1879 – Founding partner and accountant Teofilo Sola passed away at age 48, just as the company was becoming a leader in Piedmontese industry and consolidating expansion abroad. Martini and Rossi were determined to uphold his memory and maintained his name, taking on the new trade denomination *'Martini & Rossi – successors to Martini, Sola e C.ia'*.

1892 – By the time Luigi Rossi passed away in 1892, his company was flourishing with numerous branches, offices and production plants around the world.

1897 – Regent Maria Cristina of Austria granted Martini & Rossi the title of *'Supplier for the Royal House of Spain'*.

1899 – MARTINI® Dry was born in 1899, developed to rival the French Noilly Prat vermouth.

1906 – Teofilo Rossi, Luigi's first-born son, set up new branches in Paris (1906) and Brussels (1907).

1922 – The emperor Yoshihito, awarded Martini & Rossi the title of *'Suppliers to the Imperial House of Japan'*. The first cases of vermouth had been delivered to Yokohama in 1871 and the custom of the Italian aperitivo spread quickly.

1923 – Martini & Rossi founded the Luigi Rossi Primary School in the old castle in Pessione. At that time, companies fostering and rewarding of education was rare. It would later open the school to all children of the Pessione community.

1932 – MARTINI® was granted the Swedish Royal coat of arms.

1935 – Cousins Metello, Theo, Lando, and Napoleone were the third generation of MARTINI® management - they combined the brand with their passions for sport, art, industry and society.

1941 – In the summer of 1940, Benito Mussolini declared war on Britain and France, and MARTINI® found itself increasingly vulnerable. It had no choice but to move its headquarters from Turin to Pessione, even though the railway was a target for allied bombers. Difficult times followed as the production plant in Germany was destroyed and the company suffered losses abroad. In spite of the economic burden, MARTINI® kept the entire workforce employed throughout the war.

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1986 – MARTINI® began work on an environmental institute to promote scientific research and safeguard traditional farming. It named the development at the Santo Stefano Belbo Factory the *Osservatorio Martini & Rossi per il Miglioramento dell'uva Moscato (Martini & Rossi Centre for the Improvement of Moscato Grapes)*, and went on to research grape cultivation, reintroduce bird fauna to the area, and develop methods to protect the ancient Moscato vines. Its work continues to this day.

1993 – In 1987, MARTINI® had entrusted the distribution of its products in America to Bacardi. Six years later, the two companies made a life-changing decision, joining forces to forge a sole production, commercial and distribution network. MARTINI® is now part of one of the world's top five largest premium spirits companies, and its success is grounded on the heritage of tradition and innovation.

DRINKS

1863 – MARTINI® produced a product far smoother, more sophisticated and consistent in taste than any previous aromatic wine. To this day, MARTINI® uses two different types of Artemisia – one delicate and one fragrant – and a third core ingredient called Dittany, which was valued by the ancient Greeks for its aphrodisiac properties.

1871 – Asti Spumante is launched as part of the MARTINI® range.

1910 – MARTINI® launches Bianco - a flavour innovation, blending herbs and floral spices to create a new delicate style of vermouth.

1914 – MARTINI® Bitter first appeared in the late 1870s, characterised by a refreshing water base and bright citrus flavours. In the 20th century, MARTINI® Bitter would be mixed with vermouth to create the more full-bodied '*Americano Rossi*' and soon afterwards, '*Aperitivo Rossi*'.

1919 – When Prohibition hit America, the easy response would have been to stop the chain of supply, but the team came up with a different solution in the form of non-alcoholic vermouth. Martini & Rossi has always stayed in touch with changing society, because MARTINI® is as much about the joy of socialising as the carefully brewed liquid itself. It's more than just a drink.

1947 – MARTINI® Elixir China, pronounced 'kee-na,' had been produced and sold since the National Distillery first began in 1847. Re-launched a century later as 'MARTINI® China Martini,' this bitter-sweet exotic aperitivo became a bestseller.

2007 – MARTINI® modernised its MARTINI® Rosato bottle – a new style rosé, which has a pronounced taste of cloves and gentle sweet/spicy finish, created using a combination of white and red wines. The redesign is elegant, with a distinctive curved shape, and the label has been completely overhauled to give a bright and modern feel. The world-famous ball and bar logo sits at the centre; MARTINI® quality from the very first bottle to now.

2008 – MARTINI® develops new variant Rosé. MARTINI® oenologists spent years perfecting the balance of grape juice to wine at a lower than usual alcohol content of 9.5%. This lightness reflects the Italian tradition of drinking moderately to spark the appetite, and its a formula that has won many awards for MARTINI®.

2009 – See's the launch of a new, ice-cold, refreshing way to drink MARTINI® – the MARTINI ROYALE™. First created and served at the MARTINI TERRAZZA® Paris by Master Blender Giuseppe 'Beppe' Musso, and named in honour of the three coats of arms on the Spumante bottle, the MARTINI ROYALE™ is a blend of 50% MARTINI® Bianco and 50% MARTINI® Prosecco with ice and lime.

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ART AND ADVERTISING

1895 – A poster headlines ‘*Vino Vermouth*’ alongside the image of a gentleman captivated by a beautiful woman; two types of chemistry in one moment...

1918 – Italian painter, illustrator, and poster designer, Marcello Dudovich, was a leading artist of the 1900s and created one of his best-known works for Martini & Rossi, ‘*La Dama Bianca*’ – The White Lady, one of the most pioneering images of the time.

1921 – Futurism burst into life in the early 20th century, celebrating speed, technology and youth. Even though Martini & Rossi had a wealth of tradition to its name, it consistently commissioned artists to capture the mood of the time. In 1921, Italian artist Giorgio Muggiani created a stunning Superman-like figure, launched into space in a vortex of confetti.

1934 – In the 1930s, French artist Jean Droit created the famous blue label for MARTINI® Aperitivo Rossi, a wine-based aperitivo, with a mix of spices and aromatic herbs. Droit’s illustration was the memorable thirsty orange moon.

1937 – In the run up to Christmas 1937, scenes of elegant nightlife appeared in the London magazine *Weekly Illustrated*. Gracious female figures surrounded by friends and admirers combined with snapshots of foreign lands...

1938 – Giuseppe Riccobaldi designed a playful poster for MARTINI® depicting the simple outline of a waiter serving a glass of MARTINI®, but in place of his head there is the classic ‘ball and bar’ logo, which had been registered in 1929. The logo becomes a symbol of international style and glamour.

1939 – New style illustrations inspired by Norman Rockwell were published in *Esquire*. Friendship, travel and the unique atmosphere promised by a bottle of MARTINI®... ‘*when it pours, cheerfulness reigns inside*’.

1957 – Andy Warhol was not yet a celebrated contemporary artist. He was just another young illustrator hoping for a break in the New York world of advertising. MARTINI® saw his portfolio (and potential) and commissioned him to produce four print ads for MARTINI® Rosso and MARTINI® Dry that went on to be featured in publications such as *US News & World Report*.

1962 – MARTINI® commissioned the American comic book illustrator Austin Briggs, to design its 1962 international campaign. This revisited its earlier graphic style, but updated it to a new look promoting the idea of a MARTINI® ‘*just by itself*’ as a icon of fashionable, European style.

1969 – MARTINI® commissioned the New York photographer Art Kane to create a new campaign. He produced a stunning set of high-contrast images, blending people and landscapes with an exotic twist. Kane wrote: ‘*I consider myself an illustrator, a literate photographer interested in producing images that reflect the essence of an idea... I wanted to interpret the human scene rather than simply record it. The world is your home, your drink is MARTINI®*’.

1972 – Combining sponsorship of major sporting events with a new campaign called ‘*the right one*,’ spectators enjoyed MARTINI® at Le Mans, Formula 1®, the World Ski Championships and the International Fencing Trophy. The tagline, ‘*where things happen, you’ll find MARTINI®*’

1987 – A beautiful, tanned model on roller skates carries a silver tray with a bottle of MARTINI® and a glass as she glides through Beverly Hills to deliver ice-cold refreshment to a businessman in an office meeting. The advert ends with the classic MARTINI® line, ‘*anytime, anyplace, anywhere*.’

1995 – Supermodel Naomi Campbell stars in the memorable TV spot - ‘*there’s a party!*’.

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1997 – Sharon Stone delivers the classic MARTINI® line, *‘there’s a party,’* at the Academy Awards - the audience knows immediately that the ‘playful hour’ has begun.

2002 – Gwyneth Paltrow showcases two sides of MARTINI® – in one moment the ultimate icon of style, in another, the simply beautiful woman, playful and real.

2004 – George Clooney stars in a series of tongue in cheek TV spots for the brand across Europe and later in the UK.

2011 - 2012 – MARTINI® launches the *‘Kisser Casting,’* with model David Gandy - a search for the new MARTINI® man, launching the career of Yuri Buzzi. The MARTINI® Royale Casting follows in 2012, launching a global search for the next female MARTINI® star with shoe designer Christian Louboutin, MARTINI® engaged in new conversations with empowered women across the globe via social media.

FILM, MUSIC AND THE MARTINI® TERRAZZA

1885 – The Grand Café on the Boulevard des Capucines in Paris saw the birth of cinema. Audiences were thrilled by the new moving pictures, and Martini & Rossi quickly supported the emerging art form. In turn, MARTINI® became a cultural touchstone, on and off screen.

1936 – The famous MARTINI® Concerts, *‘Grandi Concerti Radiofonici Martini & Rossi’*, were launched in 1936 and became cherished listening for millions of classical music fans.

1943 – 1945 – Due to the war, there was a disruption to the service of the MARTINI® Monday Night Concerts in 1943. This was a great loss as the concerts had become a home for popular artists, including famous tenor Beniamino Gigli. They were able to begin broadcasting again in March 1945 and continued for the next 19 years.

1948 – The management of the French subsidiary opened a client lounge on the top floor of 52 Champs-Élysées in Paris. This was the perfect space to welcome special guests with a beautiful terrace and garden overlooking the city with the Arc de Triomphe and Montmartre in view. In one inspired gesture of hospitality, MARTINI TERRAZZA® was born.

1953 – MARTINI® invited Tyrone Power and Linda Christian to Pessione. They were the Hollywood couple of the moment, a 1940s starlet and leading man, recently married in Rome and later received by Pope Pius XII. In a natural progression of the time, MARTINI® was becoming closely associated with the celebrities and stars from all over the world.

1956 – When Ava Gardner was shooting *The Barefoot Contessa* in Italy, she visited a bar called La Mortola accompanied by her lover, Spanish bullfighter, Luis Miguel Dominguin. Barman Adriano remembers her unique allure: *‘Ava would go behind the big mahogany and brass counter to make Dominguin MARTINI® ... she would take a cocktail glass, pour a few drops of MARTINI® Dry, lift it slowly and swivel it round, then fill it with gin, into which she would drop a big green olive. “That’s the way Adriano”, she would say...,’* casting a spell on everyone around her.

1958 – The MARTINI TERRAZZA® Milan was born and its ambition was clear from the start. The company wanted to give people an exciting new perspective on the beautiful city of Milan far below, and on life itself. It specifically chose to invite cutting-edge artists. In 1960, Federico Fellini presented his controversial masterpiece, *La Dolce Vita*, and the beat of contemporary culture had found a new home.

1963 – A young Sean Connery arrived in Milan and is a frequent guest at the MARTINI TERRAZZA®.

1964 – On the top floor of New Zealand House in Haymarket, MARTINI TERRAZZA® London found its ideal location. With a panorama taking in Trafalgar Square, the Houses of Parliament, Buckingham Palace and the River Thames, and a

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beautiful interior designed by architect Tomaso Buzzi. MARTINI® welcomed many celebrities over the years, including the British Royal Family.

1966 – A MARTINI TERRAZZA® was *the* place to be in the 1960s, visited by the great and the good, and by this time eight venues had opened. Celebrities were often guests, including the famous ballet dancers Rudolf Nureyev and Dame Margot Fonteyn.

1981 – Iconic French actress Catherine Deneuve appeared at the press conference for the premiere of François Truffaut's masterpiece *The Last Metro*. The MARTINI TERRAZZA® Milan began hosting press screenings in the 1960s and soon became famous for it. Journalists viewed films high above the rooftops and met with directors and actors.

1984 – MARTINI® had become a brand associated with sophisticated Italian style and quality where guests discovered the real-life embodiment of this world, surrounded by screen legends such as the breathtakingly beautiful actress, Sophia Loren.

1991 – After 33 years, it was time for the MARTINI TERRAZZA® Milan to be refurbished. In 1990, architects started work on an extensive renovation plan, which proposed a new-style courtyard for the 15th floor, and a Paolo Pejrone makeover for the famous outdoor terrace.

2003 – A 'pop-up' MARTINI TERRAZZA® was set up in Venice for the international film festival, reflecting the association between MARTINI® and cinema. Hugely successful, it would be repeated over the next few years, with a pop up at the Cannes Film Festival In 2012 and 2013.

SPORT AND MOTORSPORT

1875 – In September, Ferdinand Porsche was born. Nine decades later, in 1971, the Porsche 917 makes its debut for the MARTINI® Racing team and goes on to become one of the most successful sports racing cars of all time.

1925 – MARTINI® sponsors the Gran Coppa in the form of a specially designed Martini & Rossi wagon, years ahead of its competitors.

1930 – Tazio Nuvolari was a gifted Italian racing driver. He also had a mountain of charm and was the perfect personality for MARTINI® posters. Nuvolari went on to score his most impressive win at the German Grand Prix of 1935, driving an old Alfa Romeo P3 against the vastly superior home team's Mercedes-Benz W25 and Auto Union Tipo B. Despite being the outsider, he crossed the finish line first. The race has been known as 'the impossible victory' ever since.

1936 – For the Tour of Italy race, known as the XXIV Giro d'Italia, MARTINI® commissioned the design of a completely original car custom-made for advertising. Its luxurious eight-cylinder Isotta Fraschini had an enormous cardboard bottle of MARTINI® China Martini in the trunk and followed the cyclists across the dusty roads of the peninsula.

1951 – As part of its growing association with motor racing in the years after the war, MARTINI® provided sponsorship and designed impressive banners for the huge bridges above the tracks.

1967 – MARTINI® International Club, set up to promote sporting excellence worldwide, commissioned the famous New York jeweller Tiffany & Co to create trophies for the best athletes in sailing, speed boating, racing, fencing, tennis and horse riding.

1970 – Company directors and cousins, Theo and Metello di Montelera, made an amazing team and provided the energy for an enduring connection between MARTINI® and sport. Theo had been world speedboat champion and an Olympic

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bobsleigh racer, Metello an avid sports fan. Together they spearheaded the MARTINI® International Club, founded to support art, culture and sporting activities. In December of 1970, they the MARTINI® Racing team.

1971 – The newly formed MARTINI® Racing team made its debut with the Porsche 917 in the Endurance category at Sebring and Le Mans. MARTINI® went for it, full throttle, and claimed victory in two classics – the 12 hours in Sebring on 20 March and the 24 Hours at Le Mans, on 12 and 13 June.

1973 – The streamlined 911 Porsche Carrera GT won the Targa Florio. MARTINI® moved into offshore powerboat racing, with a first-class team managed by Cesare Fiorio. They become world champions that very same year and also in 1974.

1975 – MARTINI® joined Formula 1® at the start of the 1970s with the small Italian team, Tecno. In 1975, the MARTINI® Racing team upped its game with Bernie Ecclestone's Brabham and both drivers, Jim Pace and Carlos Reutemann, won a Grand Prix each. The following year, MARTINI® moved into partnership with Lotus and champion driver, Mario Andretti.

1978 – Under Guido Niccolai's leadership a new chapter of victory arrived – winning European offshore championships four years in a row. Virtually unstoppable, the MARTINI® Racing team joined the new adventure of Formula 1® speedboat racing in 1982.

1982 – MARTINI® made its debut in rally racing with the Lancia 037. MARTINI®-Lancia won. It was a superb victory, and the team went on to take the WRC Manufacturers Title in 1985.

1985 –The MARTINI®-Lancia partnership met immediate success in endurance racing, claiming the World Endurance Championship in 1981. A year later, the team won again at the 1000km at Silverstone and the six hours at Nurburgring and Mugello with Michele Alboreto and Teo Fabi at the helm. The partnership continued successfully until 1986 and the Italian drivers progressed onto Formula 1® fame.

1992 – MARTINI® Racing champion drivers Juha Kankkunen and Massimo Biasion had triumphed with six consecutive world titles.

2006 – MARTINI® announced its return to Formula 1® as an official partner of Scuderia Ferrari, the most prestigious team in the history of the FIA Formula 1® World Championship. Legendary German driver, Michael Schumacher, led the team in his final year of competition. Brazilian Felipe Massa and Finn Kimi Raikkonen would continue Schumacher's legacy, claiming victories for Ferrari. In 2010, MARTINI® Racing celebrated its 40th year.

2013 – MARTINI® and Porsche reignite their iconic affiliation during the 150th Anniversary year. Featuring world-class drivers and held at the most glamorous motorsport venues around the world, the MARTINI® Livery will race once again on the 911 GT3 Cup car for the Porsche Mobil 1 Supercup.

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