



The history of Campari is not just long.

It is also beautiful, filled with interesting and little-known anecdotes, tales and curiosities.

For 2015, Campari proposes an unexpected yet contemporary reinterpretation of how the most famous Campari cocktails were born.

From early successes still fashionable to the new offerings that have already become classics. So welcome to this imaginative and intriguing journey.

JANUARY - SEVEN DROPS THAT COUNT

Florence, 1919. It is said that, on his return from England, Count Camillo Negroni asked his favourite bar to prepare his usual Americano with seven drops of gin instead of soda. A legend was born and still continues strong today.

NEGRONI:

- 1 part (1 oz) Campari
- 1 part (1 oz) Gin
- 1 part (1 oz) red vermouth (Campari recommends Cinzano Rosso or Cinzano 1757)
- 1 slice of orange

Pour all ingredients directly into a rock glass filled with ice. Garnish with a slice of orange.



The Negroni cocktail was created in Florence between 1919 and 1920 by Count Camillo Negroni. In the 1920s, the Count was a regular at the city's Caffè Casoni and one day, tired of the Americano aperitif, he asked Fosco Scarselli, who was working behind the bar at the aristocratic Caffè, to add a touch of gin rather than soda to his Americano, in honour of his last trips to London. And so here, in this very café in Via de' Tornabuoni, the Count's 'usual' became known by the other clients as Count Negroni's Americano, or the "Americano with a touch of gin". The cocktail was finally named after the Count who adored it. Today, similar to back then, the cocktail is considered to be one of the most famous Italian cocktails in the world as the plain, simple 'Negroni'. Negroni is part of the official cocktail list of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.

FEBRUARY - A SPARKLING IDEA FROM ANY POINT OF VIEW

Milan, around 1915. This was the most popular drink in the Bar Camparino, opened by Davide Campari himself. It had a revolutionary pumping system that sent a recent invention right up to the counter: soda water.

CAMPARI AND SELTZ:

- 1 part (2 oz) Campari
- 3 parts (top) soda water

Prepare directly inside the glass. Pour the chilled Campari and top up with soda. Garnish with an orange slice if desired.

This was the most popular drink in the bar Camparino, opened by Davide Campari himself back in 1915 and which celebrated its 100th year in 2015. Davide Campari, always looking for the perfect serve, provides the Camparino with a revolutionary pumping system that sent a recent invention right up to the counter – soda water- always providing clients with the best Campari and Seltz. The pumping system is still working a century later.



MARCH - AN ENCOUNTER THAT CHANGED EVERYTHING

Italy, around 1870. Campari bitter (made in Milan) came together with red vermouth (produced in Turin). It is hardly surprising that the name MI-TO sounds exactly like the Italian word for “myth”.

MI-TO (MILANO TORINO):

- 1 part (1 oz) Campari
- 1 part (1 oz) red vermouth (Campari recommends Cinzano Rosso or Cinzano 1757)

Build in a rocks glass full of ice. Garnish with a peel of orange.



APRIL - IT TAKES A HERO TO UNITE A NATION

Italy, around 1960. It's also called "Garibaldi" due to the similarity of the Campari colour with the uniform worn by the hero who united Italy. The Campari of Milan (Northern Italy) meets blood oranges, a symbol of Sicily (South Italy).

CAMPARI ORANGE:

- 1 part (1, ¼ oz) Campari
- 3 parts (top) orange juice

Pour the ingredients into a tall glass filled with ice. Garnish with a slice of orange.



In the 60's the Campari Orange was invented. The cocktail was originally named after Garibaldi, an Italian soldier who fought for the Italian Unification Movement (1860), and made particular reference to his landing in Sicily. The cocktail represents the unification of north and south Italy. The Campari is from Milan and the oranges are from Sicily. The colours are also reminiscent of the red uniforms of Garibaldi's men and the Sicilian oranges.

MAY - THE MOST EPIC MATCH EVER

Italy, 1933. The MI-TO met ice and soda. A legend says that the drink was given the nickname of Primo Carnera, the first Italian to win the heavyweight boxing title, in New York.

AMERICANO:

- 1 part (1 oz) Campari
- 1 part (1 oz) red vermouth (Campari recommends Cinzano Rosso or Cinzano 1757)
- Splash of soda

Pour the ingredients directly in an old-fashioned glass filled with ice-cubes, add a splash of soda water and garnish with orange slice and lemon peel.



There are many legends and anecdotes about how this cocktail got its name. One story goes that it was the *first Italian cocktail* to be served as an aperitif; in fact it was introduced in Milan, in *Bar Camparino* in Galleria del Duomo. It should have been named '*Italiano*', because it is made of all Italian ingredients, topped with soda water. The Americano was the original drink that led to the creation of several pleasant, well-known variations such as the *Negroni*. Another version of the cocktail's story is that it originated in the 30's and links the name of the drink to that of Primo Carnera, who had been dubbed '*L'Americano*', after his victory in New York. Yet another version tells it was named Americano in honour of its popularity amongst American tourists during Prohibition. The Americano is one of James Bond's favourite cocktails (and is also the first cocktail ordered in the 007 Casino Royale novel). The Americano is part of the official cocktail list of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.

JUNE - CREATIVITY CAN'T BE PROHIBITED

Paris, 1927. After leaving the USA due to Prohibition, the legendary bartender Harry McElhone used its most contested spirit – bourbon – to create this drink. It is said that it is named after the first of its many fans, the editor of the magazine The Boulevardier.

THE BOULEVARDIER:

- 2 parts (1 oz) Campari
- 2 parts (1 oz) red vermouth (Campari recommends Cinzano Rosso or Cinzano 1757)
- 3 parts (1, ½ oz) Bourbon Whiskey (Campari recommends Wild Turkey)



Pour all ingredients into mixing glass with ice cubes. Stir well and strain into a chilled cocktail glass. Garnish with lemon twist.

During Prohibition, some of the best American bartenders fled the bars and hotels and made for Europe, particularly Paris. The legend says that one of them, Harry MacElhone, who had been a barman at the Plaza in New York, moved to Paris and created this cocktail at the New York Bar where he worked. He later bought the establishment, renaming it Harry's New York Bar. Harry published the recipe for the Boulevardier in his book *Barflies and Cocktails* in 1927. This was the favourite drink of Erskine Gwynne, editor of the magazine "The Boulevardier" and it was most probably Gwynne who invented the drink or, at least, was closely involved in its creation. At that time, writers and members of the artistic community flocked to Parisian bars. Their literary and artistic conversations were accompanied with cocktails, served in the American style, but with European ingredients. It seems to be for this reason that some new cocktails were given literary names, like The Boulevardier.

JULY - DON'T JUST ASK FOR THE MOON

Montecarlo, 1957. Created by the head barman of a famous hotel, it was made to mark the visit of a Russian diplomat, using vodka to celebrate the start of the famous Soviet space programme.

SPUTNIK:

- 2 parts (1 oz) Campari
- 3 parts (1, ¼ oz) Vodka (Campari recommends SKYY Vodka)
- 1 part (½ oz) Triple Sec
- 2 parts (1 oz) sweet & sour



Shake well all the ingredients with ice, then strain it into a chilled cocktail glass.

The story tells that this cocktail was created to celebrate the Russians, who in October 1957 put into orbit the first artificial satellite called *Sputnik* (friend of travel). The drink was created by the head barman at the Hotel De Paris in Monte Carlo on the occasion of a visit from a well-known Russian diplomat at that time.

AUGUST - SOME CHARMS STRIKE HARDER THAN OTHERS

USA, around 1922. This is the Stars and Stripes version of the Negroni. It uses the characteristic American spirit – rye whiskey – instead of gin and became famous in the 50s. It is both strong and fascinating, like it's most famous admirers, the male stars of Hollywood of the time.

OLD PAL:

- 1 part (1oz) Campari
- 1 part (1 oz) Rye Whiskey
- 1 part (1 oz) dry vermouth (Campari recommends Cinzano Extra Dry)

Pour all ingredients into a mixing glass filled with ice cubes. Stir well and strain into a chilled cocktail glass. Garnish with orange peel and red cherry cocktail



The drink was created in the 20's in America, thanks to a barman who reinterpreted a classic like the Negroni to create a drier version by adding Rye Whiskey and dry vermouth, gaining tremendous popularity in the 50's. The story tells that this was Richard Burton's favourite drink, the famous Welsh actor who was an icon of masculinity and strength in the 50s.

SEPTEMBER - ITALIAN ROMANCE 2.0

Milan, 2010. To mark the 150th anniversary of Campari, Campari Orange – a symbol of the brand's long history – is revisited with a modern twist to show that passion, when authentic, can withstand the passing of time.

CAMPARI ORANGE PASSION:

- 1 part (1 ¼ oz) Campari
- 2 slices of orange
- 1 teaspoon brown sugar
- 3 parts (top) orange juice
- 1 red cherry
- Some crushed ice

Prepare the cocktail directly in a tall glass. Place orange and brown sugar in the glass and crush to a pulp. Add crushed ice. Add Campari and orange juice and gently stir. Garnish with red cherry cocktail.



In 2010 to mark the 150th anniversary of Campari, Campari Orange – a symbol of the brand's long history – is revisited with a modern twist to show that passion, when authentic, can withstand the passing of time. A classic reinvented to celebrate the 150th anniversary of the brand. A new metropolitan and sophisticated reinterpretation of the Campari Orange with an irresistible sweet-bitter taste.

OCTOBER - THE BEST MISTAKE EVER MADE

Milan, 1972. A bartender in the Bar Basso was asked to make a Negroni but used sparkling wine instead of gin. This mistake ("sbagliato" is Italian for "wrong") gave rise to a great success.

NEGRONI SBAGLIATO:

- 1 part (1 oz) Campari
- 1 part (1 oz) red vermouth (Campari recommends Cinzano Rosso or Cinzano 1757)
- 1 part (1 oz) sparkling wine (Campari recommends Cinzano Pinot Chardonnay)



Build in a double rocks glass with ice. Garnish with a slice of orange.

The Negroni Sbagliato was invented by Mirko Stocchetto at Bar Basso in Milan around 1972 and it is a twist of the Negroni. While making a Negroni for a customer one night at Bar Basso, Mirko grabbed the bottle of sparkling wine instead of the gin by mistake (hence *Sbagliato*). He realized that this variation had some sense, so eventually, he poured the sparkling wine and because of the odd occurrence, he called it Sbagliato and history was made. In Italian, "Sbagliato" means mistaken.

That funny episode happened in 1972. All through the "70s, and the "80s the Negroni Sbagliato was popular but available at Bar Basso only, then around the "90s many other cocktail bars opened up, and the Negroni Sbagliato suddenly became very popular all over Italy. This humble mistake led to the creation of a cocktail classic that is still enjoyed all around the world today. This variation won over even some of the most devoted classic Negroni fans. Ideal for those who want to enjoy a few "bubbles" without having to forgo the classic sharp taste they know and love.

NOVEMBER - SOME MASTERPIECES ARE NOT MADE FOR MUSEUMS

Turin, 1931. It is said that this drink got its name from one of its original components, a spirit scented with white rose ("rosa bianca" in Italian). It was created in the restaurant where members of the Futurist art movement used to meet, becoming one of their official drinks.

ROSA BIANCA:

- 2 parts (1 oz) Campari
- 2 parts (1 oz) Rose liqueur
- 3 parts (1, ½ oz) orange juice
- 3/4 drops anise

Shake all the ingredients with ice, then strain into a chilled cocktail glass. Garnish with anise.

The legend tells that this drink was created by Angelo Giachino, owner of the futurist restaurant Taverna del Santopalato which was renamed the Taverna d'Alluminio and was a place of futurist ideas. The restaurant was opened in Turin and this choice was no coincidence, given that having produced the Kingdom of Italy, Turin became the birthplace of the Gastronomic Renaissance. This drink enjoyed success along with the food offered in this restaurant, which closed a few years later because the food which claimed to be popular national cuisine, was, in fact "elitist" and difficult to make.



DECEMBER - THE BEST WAY TO SHAKE THINGS UP

New York, around 1872. Campari and the shaker (patented in the Big Apple in that year) were invented at almost the same time and soon became a twosome. Perhaps this is why together they create something special.

SHAKEN CAMPARI

- 1 part (2 oz) Campari

Shake well with ice and pour into a chilled cocktail glass.

New York, around 1872. Campari and the shaker (patented in the Big Apple in that year) were invented at almost the same time and soon became a twosome. Perhaps this is why together they create something special.

