

CAMPARI®

Daide Campari
M I L A N O

NEGRONIOLOGY
VOL.2





THE STORY OF CAMPARI	7
A RED ICON	9
CAMPARI NEGRONI	11
TWISTS ON A CLASSIC	13
ART HOUSE	14
Off Piste	16
Kitsch	18
ACTION THRILLER	20
Antagonist	22
The Strangest Thing	24
Seeing Red	26
ROMANCE	28
Love at First Sight	30
Furore	32
O'Mandarin	34
ESPIONAGE	36
Bitter Sweet Sacrifice	38
The Casino	40
Nightcap Negroni	42
NEO-NOIR	44
Bitter Talks	46
Peanuts and CAMPARI	48
(A)mare	50
The Unusual Suspect	52
Rhubarb Indemnity	54
The Stranger Negroni	56
THE BARTENDERS	58
THE CLASSICS	60
Sbagliato	62
Americano	64
Boulevardier	66



THE STORY OF **CAMPARI**[®]

Born in Milan

Gaspare Campari began serving cocktails made with his own unique, bitter aperitivo at Milan's Caffè Campari in 1867. Young Milanese flocked here to enjoy these intriguing bittersweet drinks and later to the Camparino bar opened by Gaspare's son Davide in 1915.

Under Davide's direction, the global popularity of CAMPARI soared. Not least because he understood the power of design and creativity in building brand recognition, and engaged with leading designers, illustrators and filmmakers to bring the vibrant red drink to life.

By the mid-1900s, CAMPARI had become indelibly linked to Milan's peerless culture and synonymous with avant-garde creativity and thinking.



A RED ICON

CAMPARI is a perfect blend of bitter herbs, aromatic plants and fruit, and alcohol. The secret recipe, invented in 1860 and known only by three people, remains true to the original.

Look

Unmistakable, vibrant, bright red.

Nose

Orange peel and aromatic herbs.

Taste

Bittersweet, intense orange, aromatic herbal and root notes. Invigorating and refreshing. A deeply pleasing and stimulating long aftertaste that seduces you to take sip after sip.



CAMPARI[®]

NEGRONI

Ingredients

25ml CAMPARI

25ml Gin

25ml Vermouth Rosso

Orange Slice

To make the CAMPARI Negroni

Fill a rocks glass with ice, pour in the ingredients and stir gently, then garnish with a slice of orange.

Over the last decade the Negroni has soared in popularity to become one of the world's most famous cocktails. It is a true classic. This is undeniably due to the support of the bartender community.

Created by Count Camillo Negroni in Florence in 1919 and one of the most popular cocktails in existence. It's the perfect balance of bitter, sweet and dry.

A photograph showing several hands holding glasses filled with a red liquid, likely Campari, garnished with orange slices. In the foreground, a bottle of Campari is visible. The background is blurred, showing people in a social setting.

TWISTS ON A CLASSIC

With the evolution of the Negroni front of mind, CAMPARI has invited leading bartenders and mixologists from bars across the UK to showcase their creative expression on the classic Negroni recipe of equal parts CAMPARI, gin and sweet vermouth.

Negroniology is the collection of these wonderful and imaginative modern riffs and creative twists, created by a handpicked selection of the UK's best bartenders. Each cocktail is an expression of the bar and its talented bartender.

Each of the cocktails featured here is an original recipe, created especially for this book. They have all been inspired by a collection of film posters, created by different artists to depict a certain genre. We invite you to draw on this inspiration and get creative with CAMPARI. **Cin Cin!**



ART HOUSE

JACK DALY – SALUTI

This piece is a homage to Art House cinema. These independent films are aimed at a niche market as opposed to a mass audience. They are often experimental and contain unconventional or highly symbolic content. Aesthetics and striking visuals are a cornerstone of Art House. This piece uses symmetry, single-point perspective and a limited colour palette to set the mood, incorporating a whimsical quality so often seen in the genre. There is an air of mystery to this piece; questions that are raised with no answers. Who is the figure in the adjacent gondola carriage? Does the figure in the foreground know them or is he simply raising a glass in greeting, recognising a kindred spirit? This style of illustration is reminiscent of vintage travel posters which carry with them an air of glamour and escapism.

“ ”



CAMPARI[®]

OFF PISTE

RACHEL ORANGE – SCHOFIELD'S BAR

Ingredients

25 ml CAMPARI
25ml Pine-Infused Gin
15ml Bergamot Liqueur
15ml Asterley Bros Estate Vermouth

To make the Off Piste

Pour all of the ingredients over ice and give them a quick stir. Strain into a rocks glass over a block of ice. Serve with a long lemon zest slice.

The artwork my drink was inspired by is a wonderful piece by Jack Daly named 'Saluti'. The piece pays homage to the most artistic niche of cinema; Art House has replicated this love of the niche in the flavour profile of my drink. The choice of pine and bergamot brings floral and earthy flavours while ensuring the cocktail is still true and reminiscent of its Negroni core.

Art House films use aesthetics and a limited colour palette to create striking visuals. The artwork utilises deep reds and tones of orange which are reflected in the drink itself.

The artwork depicts an alpine theme which has provided inspiration both for the flavour profile and the name of the drink. The phrase 'off piste' brings connotations of freedom and adventure. It relates to those who choose not to follow a path and make their own instead.

“ ”



CAMPARI®

KITSCH

COURTNEY FRANCIS – OJO ROJO

Ingredients

20ml CAMPARI
20ml Mezcal Verde
25ml Tonka Vermouth
1 Pipette of Black Truffle Bitters

To make the Kitsch

Stir all of the ingredients together and pour into a rocks glass over a single, large hand-cut block of ice.

I decided to use obscure flavour pairings that would usually appeal to a niche market but that would create an overall flavour experience that was approachable to everyone. For this drink I imagined myself within the artwork itself taking inspiration from the colours to utilise warming flavours. The mezcal bottle has an artistic stamp on it with the label showcasing both Mexican and international artists on their bottles who are connected to social causes and campaigns.

“ ”



ACTION THRILLER

DOALY – THE STRANGER

The artist's intention is to leave the audience feeling unnerved, to make them feel a sense of curiosity but also a fear and trepidation of where that curiosity may lead. There's a mesmerising, hypnotic feel created when you let your eyes rest on this piece for a while. The background is set to make you feel unsteady and out of sync. Anonymity is a theme too. The central character's face is obscured by a giant eyeball, while the shadow of a figure runs in the foreground. It's no surprise that this one is named 'The Stranger'.

“ ”



CAMPARI[®]

ANTAGONIST

MAX HAYWARD - LAB 22

Ingredients

25ml CAMPARI
30ml Coconut Washed Wild Turkey Rye
20ml Marlborough Sauvignon
5ml Buckfast Reduction
1 Dash Regan's Orange Bitters
Lemon Peel

To make the Antagonist

Add all of the ingredients to a mixing glass and stir until both chilled and diluted. Pour over ice and garnish with a lemon peel.

To make the coconut washed rye, weigh out enough coconut oil to match a third of the weight of the whiskey. Melt over a low heat, add to the whiskey and pour into an airtight container. Shake and let it freeze overnight. Strain through a muslin bag.

To make the Buckfast reduction, reduce the Buckfast Tonic Wine by 50% on a stove and let it cool.

The genre that inspired my drink is action thriller. After thinking about what all action thrillers have in common I came up with three things – exotic locations, an unexpected twist and a villain with an evil reputation. To encapsulate this in a drink I chose ingredients from all over the world, modified one in a slightly unexpected way and then you have the villain – the Buckfast Tonic Wine. The result is a tropical twist on our bitter classic, which has an unexpected sting in its tail.

“ ”



CAMPARI®

THE STRANGEST THING

ISAAC ALBERTO - THE ALCHEMIST

Ingredients

30ml CAMPARI
30ml Talisker 10YR *Infused
3 dashes Bitter Truth Orange Bitters
30ml Cinzano Rosso

To make The Strangest Thing

Stir all of the ingredients together and strain into a rocks glass. Garnish with a jelly eye**.

*Mix together 350ml Talisker, 15g roasted cacao nibs and the peel of 3 blood oranges. Leave to infuse at room temperature for 5 days then strain through a coffee filter.

**Pupil – Dark chocolate chip Iris – 750ml water, 2ml orange flavouring, 20g Ultrage12, green colour powder. Sclera – 750ml champagne, 20g Ultrage12, white colour powder. Heat the liquid and blend with the Ultrage1. Add the iris and pupil to a half-sphere mould and allow them to set before adding in the sclera.

There's nothing more unnerving than the feeling of being watched. This Negroni takes inspiration from the twisted mindset inside every great antagonist. Talisker 10YR adds a smoky element to the drink while the infusion of cacao and blood orange adds richness and further complexity to the classic. An unblinking eye watches you as you drink. The intrepid drinker may dare to bite into the eyeball, and they will be rewarded for doing so with a delicious taste of champagne and orange.

“ ”



CAMPARI®

SEEING RED

CHRIS POPELY – GUNGHO!

Ingredients

25ml CAMPARI
30ml Slake Hedgerow Gin
30ml Slake Bacchus Aperitif
5ml Fresh Lemon Juice

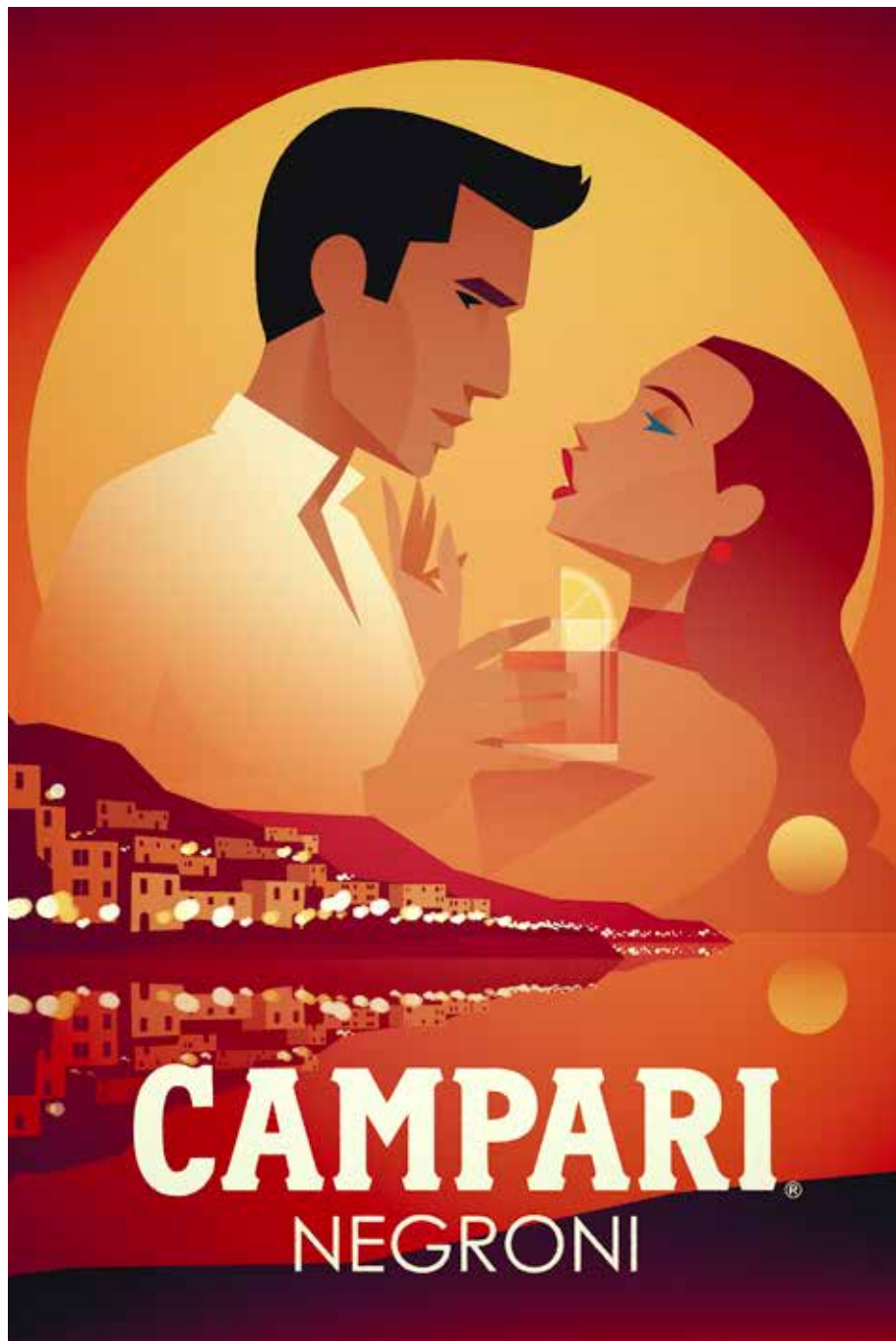
To make the Seeing Red

Stir down for 30 seconds and strain into a Nick & Nora glass. Top with activated charcoal lemon verbena and bergamot foam.*

*To make the activated charcoal lemon verbena and bergamot foam mix 4gr dried loose lemon verbena with 300ml of hot water. Let it infuse for a couple of hours then remove the lemon verbena leaves. Add in 300g of granulated sugar and stir until fully dissolved. Add 100ml of Italicus Liqueur, 3g citric acid and 3g activated charcoal powder then stir until fully mixed. Add the mixture to a 1L siphon canister with 3 ice cubes and 1g of 'special ingredients' easy whip. Use two NOS charges.

Approach carefully, this eye-popping drink will leave you curious for more as each sip changes the complexion. With floral notes of lemon verbena and bergamot, allow the charcoal foam to pull you into darkness. No stranger to bold flavours? Drink this until the bitter end.

“ ”



ROMANCE

STANLEY CHOW – AMORE AD AMALFI

This is a love story. Roberto loses his job. His wife and his children leave him. Roberto visits a bar owned by Roberta. Together they ignite the joy in each other's lives. Like all Negroni cocktails there's a twist, all of this is happening with the Amalfi coast as the backdrop. The colours in the artwork speak of passion, fire and romance. There's a warmth and glow, a feeling reminiscent of that felt in the first throes of a new relationship.

“ ”



CAMPARI®

LOVE AT FIRST SIGHT

LORENZO GAVELLI – DISREPUTE

Ingredients

30ml CAMPARI
25ml Cocchi Americano Rosa
7.5ml Muscat Grappa
7.5ml Capovilla Pear Eau de Vie
5ml Italicus Rosolio di Bergamotto

To make the Love at First Sight

Add all of the ingredients to a mixing glass with some cubed ice. Stir well. Strain into a rocks glass filled with a large block of ice. Garnish with an edible flower.

Simple, elegant and easy to fall in love with, this riff on a classic Negroni is inspired by flowers, the universal symbol of love and romance. All of the ingredients come from Italy, each with a different floral element, that they bring to the table. It's a true celebration of arguably one of the most romantic countries in the world.

“ ”



CAMPARI[®]

FURORE

MARCO MAIORANO - SCARFES

Ingredients

25ml CAMPARI
35ml Sfusato Rosso 1757
15ml Rose Petal Infused Ondina Gin
5ml H Theoria Amour Matador

To make the Furore

Stir all of the ingredients together in a chilled mixing glass. Pour the cocktail into an old-fashioned glass, over a block of ice and garnish with a rose petal.

To make the Sfusato Rosso 1757 combine together 200ml 1757 Vermouth di Torino Rosso and 100ml Crema di Limoncello. Let the liquid settle until the limoncello cream is layered on top. Place it in the freezer and let it rest until the solid compounds have solidified. Using a cheesecloth, separate the solid compounds to produce a clear liquid and bottle.

To make the rose petal infused Ondina gin, wash 5g of rose petals and place into a bottle containing 200ml of Ondina gin. Let it infuse for 12 hours. Strain out the rose petals and bottle.

In addition to being one of the most enchanting locations on the Amalfi Coast, “Furore” represents a state of severe and impetuous resentment caused by an overwhelming passion. The rage and grief of losing the pillars of one’s existence give the courage to venture out and find happiness elsewhere. To set the scene I took the combination of the fresh citrus notes of the Sfusato lemon from Amalfi and combined it with the sweet, balsamic notes of the vermouth and the herbal tint of tomato. The bitter flavour symbolises past experiences while the delicate rose petal conveys the strength of new love.

“ ”



CAMPARI[®]

O'MANDARIN

PAUL PIERRARD – UNTITLED

Ingredients

35ml CAMPARI
20ml Mandarin Mezcal
25ml Sweet Vermouth

To make the O'Mandarin

To make the Mandarin Mezcal blend together 700ml mezcal, 0.125ml green mandarin oil, 0.125ml yellow mandarin oil and 0.125ml of red mandarin oil.

Place all of the ingredients in a mixing glass. Stir 4 times. Strain into a rocks glass over a square ice block and garnish with an Amalfi lemon coin.

After a professional and personal breakdown Roberto leaves Brindisi, his hometown. He decides to take a trip to Amalfi where he meets Roberta, a local lady who owns the Senza Titolo cocktail bar. They decide to create a drink, a Negroni, one which combines influences from both of their hometowns. Roberto chooses mandarins and Roberta chooses Amalfi lemons to create O'Mandarin. The perfect drink to toast to the beginning of a beautiful romance.

“ ”



ESPIONAGE

MADS BERG – A WELL BALANCED CAST

A bold and graphic composition with a striking central hero character creating the action, all while trying not to spill the serve. Like all good heroes in a film centred around espionage they are unflappable, quick to think on their feet and never one to sit still. They can slip into the shadows even while maintaining an unmistakable presence.

“ ”



CAMPARI®

BITTER SWEET SACRIFICE

LUKAS STAFIN – OPIUM

Ingredients

30ml CAMPARI
25ml Lagavulin 16YO
15ml Fortunella Golden Orange Liqueur
15ml Londinio Red Vermouth
Coffee Essence
Dark Chocolate with Sea Salt

To make the Bitter Sweet Sacrifice

Build the cocktail into the glass over the ice block. Finish by garnishing with a spray of coffee essence, a small ring of orange zest and a piece of dark chocolate with sea salt.

My inspiration for Bitter Sweet Sacrifice was old school detective/spy movies. Whenever I was watching one, there was always a touch of darkness, mystery and sacrifice. Most of the time, the sacrifice came from the main character, and it's always been a bitter part of the story. But to solve the problem, the sacrifice has to be made.

I connected CAMPARI with peated whisky, as this type of movie always had a glimpse of good old Scotch. Finished with bitter sweet notes from Fortunella liqueur, and touch of Londinio Red Vermouth for a floral finish. All accompanied by dark chocolate with sea salt and coffee essence, perfectly balanced, as all things should be.

“ ”



CAMPARI[®]

THE CASINO

MATTHEW GALLOWAY – HOMEBOY

Ingredients

25ml CAMPARI
25ml Sweet Vermouth
25ml Coffee Whisky*
5ml Olive Brine

To make The Casino

Pour all of the ingredients into a mixing glass and stir for 30 seconds. Strain into a rocks glass over a block of ice. Garnish with an orange jelly wedge.

*To make the coffee whisky combine 100ml Johnnie Walker Black with 50ml Talisker and 15g whole coffee beans. Leave to infuse for 2 hours. Then add 10ml of olive oil and freeze for 20 minutes. Once the olive oil has set, remove, strain and store in the fridge.

To make the orange jelly cut an orange lengthways. Remove the inside and juice the orange. For every 200ml of orange juice add 100g sugar. Add this to a hot pan along with 2 sheets of gelatine. Combine until dissolved and pour into the half oranges. Leave to set in the fridge.

Taking inspiration from the world's most famous spy, I've used olive as a key flavour as it complements the CAMPARI and reminds me of the spy's favourite cocktail. As the spy is from Scotland, like myself, I thought whisky to be a very appropriate choice.

“ ”



CAMPARI®

NIGHTCAP NEGRONI

SAMUEL BOULTON – THE PINEAPPLE CLUB

Ingredients

25ml CAMPARI
25ml London Dry Gin
25ml Cocchi Barolo
2 Dashes Saline Solution
1 Bar Spoon Fontaine Chocolate Absinth

To make the Nightcap Negroni

Mix together all of the ingredients and serve in a rocks glass over a block of ice. Garnish with a dark chocolate straw.

I love a Negroni, they're the perfect "go to" cocktail for me. I also love dessert wine. The combination of the sweetness of dessert wine with the bitterness of a Negroni is ideal for after a meal. I loved the idea of mixing the two. The Cocchi Barolo has a great balance of bitter and sweet and mixes perfectly with CAMPARI. These additions elevate the Negroni and make it perfect to enjoy after dinner.

“ ”



NEO-NOIR

KATHERINE BUDRYTE – MIND DIVING

The scene? One summer day in Neon Paradise. Someone falls in love, someone gets stuck in one's mind forever. There's a romanticism to this image and a darkness too. Shadows loom, there's a stillness that belies a potential danger lurking somewhere we can't see. The colour palette mixes cool blues and warm orangey tones, the perfect complement to one another and yet there's an uneasiness too. This story could go one of two ways and we're in too deep now not to find out.

“ ”



CAMPARI®

BITTER TALKS

NICKY CRAIG – PANDA AND SONS

Ingredients

30ml CAMPARI
25ml Bulldog Gin
25ml Lemon Juice
35ml Concentrated Cherry Gomme*
Freeze Dried Cherry Puff**

To make the Bitter Talks

*De-seed and juice cherries and freeze in open top container. Once frozen strain through a superbag and collect first 70% of liquid, weigh and add 30% Gum Arabic sugar syrup and 0.5% salt, mix until smooth.

**To make the freeze dried cherry puff, use 30% of the leftover cherry juice and put in blender until smooth then freeze before adding to freeze dryer. Leave for a full cycle then remove and store in an airtight container.

Combine all ingredients together and serve in a coupe glass and garnish with a freeze dried cherry puff.

I drew my inspiration from the image, “Mind Diving”, based on a summer’s day in a Neon Paradise.

The idea being you’re sitting by the pool, cocktail in hand and dip your toe in while wondering what might come your way next, but without expectation. So I wanted to create a refreshing twist on the timeless classic Negroni. With the addition of citrus and cherry gomme, it makes for a bright and citrus forward variation, ideal for sipping on a glorious Summer’s day.

“ ”



CAMPARI®

PEANUTS AND CAMPARI

DOMIZIANA POLA – SEED LIBRARY

Ingredients

25ml CAMPARI

30ml Redistilled Peanut Gin*

15ml Dubonnet

To make the Peanuts and CAMPARI

The drink is a cross between a shakerato and a Negroni. Pour all of the ingredients into a shaker, add ice and shake for about 10 seconds. Double strain into a chilled pony glass and serve.

*To make the redistilled peanut gin take 1000ml Beefeater gin and 400g peanut butter and blend in a mixer on high speed. Pour into vacuum bag and sous vide at 65°C for 2 hours. Pour it into the distilling flask of your distillation system and start the distillation process (55°C bath temperature, -10°C chiller, 60mbar and 80rpm rotation). Once it's finished check the ABV and cut it down to 40%.

With this drink I wanted to recreate the essence of a moment as simple as it is profound, a moment that is between a conflict or a moment that comes after a resolution.

The only way to be saved is returning to the appreciation of simple things, like when you are going home, sitting around a table with your lifetime friend, ordering a Negroni at your usual bar.

Peanuts and CAMPARI, the flavour of the aperitif.

“ ”



CAMPARI[®]

(A)MARE

NIKOS TACHMAZIS – ARTESIAN

Ingredients

(To make a batch)

250ml CAMPARI

200ml Gin

250ml Sweet Vermouth

150gr Fresh Raspberries

2.5ml Orange Blossom

To make the (A)mare

Add all of the ingredients apart from the orange blossom water to a thermomixer and blend to a pulp. Next, cook it at 50°C in a water bath for 30 minutes. Allow the mixture to cool in iced water. Strain using a fine superbag and transfer the liquid to a bottle. Add 2.5ml of orange blossoms. Serve in a rocks glass with one big ice cube.

This is inspired by a summer story of love, passion, temptation and obsession. The memories that are imprinted flood your mind, like diving headfirst into cool water. It's a love story that repeats itself, endlessly, with no beginning and no end. One sip of (A)mare, or one toe dipped into the pool at the Neon Paradise Hotel is all it takes to be trapped, forever in love.

“ ”



CAMPARI®

THE UNUSUAL SUSPECT

ANDREA MELIS – THE BERKELEY

Ingredients

25ml CAMPARI
25ml Montelobos Mezcal
20ml Cinzano 1757
1.25ml Squid Ink Saline Solution*

To make The Unusual Suspect

Stir all of the ingredients together in a mixing glass. Pour into a rocks glass over a block of ice.

*To make the squid ink saline solution dissolve 15g of Maldon salt into 330ml of still water. Add 5ml of squid ink and shake until dissolved.

This is inspired by the feeling you get while watching a noir film. You already know who the main villain is, you know the traits to look for, yet you will always be surprised by the end. This is just what this twist on a Negroni does.

“ ”



CAMPARI®

RHUBARB INDEMNITY

KATIE ROUSE – COUCH

Ingredients

25ml CAMPARI
25ml Olive Oil Fat-Washed Nusa Cana Rum
30ml Salted Rhubarb Whey
(2% wash, frozen and then filtered)

To make the Rhubarb Indemnity

Spray of Sweet Vermouth to wash the glass.
Combine all of the ingredients together and serve in a rocks glass over a block of ice.
Garnish with a triangle of orange zest.

The concept: A four-ingredient drink with each ingredient inspired by four tropes of class Noir – The Protagonist, The Femme Fatale, Morality and Voiceover Narration.

1. CAMPARI – The Protagonist

The Protagonist, the anti-hero and fundamental component of the genre. The unassuming hero thrust into a situation that will at first seem out of their depth but they will inevitably overcome and triumph by the end of the film.

2. Olive Oil Rum – Morality

The voice of morality often comes from the police force or a mentor with a conscience. It is the soft element of the genre, brought in to balance out the protagonist when they are in a dilemma that plays on their conscience.

3. Salted Rhubarb Whey – Femme Fatale

Salty, sour and seductive. The femme fatale is often used to seduce the protagonist and as the catalyst for the double cross.

4. Vermouth Wash – Voiceover

The classic voiceover narration carries the story of the film from start to finish, in the same way that the vermouth rounds off the finish of this serve.

“ ”



CAMPARI®

THE STRANGER NEGRONI

OMAR CAIMI – NIGHTJAR

Ingredients

20ml CAMPARI
25ml Gin (Schisandra Berry Infused)
35ml Stranger Vermouth
(Tio Pepe Palomino Fino, Pomelo,
Apricot Brandy, Taylor Porto, Italicus)

To make The Stranger Negroni

Combine all ingredients together and serve
in a rocks glass and garnish with a jelly
Schisandra-filled olive and red amaranth.

Inspired by the protagonist of the series who
met an unknown woman who changed his life.
Even a timeless classic like the Negroni cocktail
mixed with certain ingredients can give a
different experience.

“ ”

A BIG THANK YOU

Thank you to all our bartenders for bringing Negroniology Vol. 2 to life. We've collaborated to create a unique set of Negroni Twists which demonstrate the versatility of the classic Negroni and CAMPARI.



MARCO MAIORANO
Scarfes



PAUL PIERRARD
Untitled



LUKAS STAFIN
Opium



MATTHEW GALLOWAY
Homeboy



SAMUEL BOULTON
The Pineapple Club



NICKY CRAIG
Panda and Sons



RACHEL ORANGE
Schofield's Bar



COURTNEY FRANCIS
Ojo Rojo



MAX HAYWARD
LAB 22



DOMIZIANA POLA
Seed Library



NIKOS TACHMAZIS
Artesian



ANDREA MELIS
The Berkeley



ISAAC ALBERTO
THE ALCHEMIST



CHRIS POPELY
Gungho!



LORENZO GAVELLI
Disrepute



KATIE ROUSE
Couch



OMAR CAIMI
Nightjar



THE CLASSICS

Since 1860, CAMPARI has become the essential ingredient in some of the world's most famous and unique aperitivo and cocktail drinks.

CAMPARI®

SBAGLIATO



Ingredients

25ml CAMPARI

25ml Vermouth Rosso

25ml Sparkling Wine

To make the CAMPARI Sbagliato

Fill a rocks glass with ice, pour in the ingredients and stir gently, then garnish with a slice of orange.

The Negroni Sbagliato was invented in 1972 by Mirko Stocchetto at Bar Basso in Milano, who created this take on a classic by accident. When asked to make a Negroni, Stocchetto poured prosecco instead of gin, and thus a 'new classic' was born. The cocktail can still be enjoyed around the world today, with its name telling the story of its creation, as in Italian "sbagliato" means mistaken.



CAMPARI®

AMERICANO

Ingredients

25ml CAMPARI
25ml Vermouth Rosso
Premium Soda Water
Orange Slice
Lemon Peel

The Americano is based on the Milano-Torino; with an added splash of soda water, and garnished with a slice of orange and lemon peel. Its name celebrates Primo Carnera, the first Italian to win a heavyweight boxing title in New York.

To make the CAMPARI Americano

Fill a rocks glass with ice, pour in the CAMPARI and vermouth, add a splash of soda water, and garnish with a slice of orange and lemon peel.

CAMPARI®

BOULEVARDIER

Ingredients

25ml CAMPARI

25ml Vermouth Rosso

35ml Wild Turkey 101

Lemon Peel

To make the CAMPARI Boulevardier

Stir the ingredients over ice, then strain into a deep coupette or rocks glass, and garnish with fresh lemon peel.

Created in Paris in 1927 by legendary New York bartender Harry MacElhone, The Boulevardier is the Negroni's autumnal cousin, swapping summery gin for deep, soulful bourbon.



CAMPARI.COM

©2022 Campari UK all rights reserved

Design: Quantum

Photography: Pob Lawson

be**drinkaware**.co.uk