

CAMPARI®

THE BRAND

Campari is a contemporary and charismatic classic. The recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world, such as Negroni and Americano. Campari is an alcoholic spirit obtained from the infusion of bitter herbs aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

THE SECRET RECIPE

Campari is the result of the talent of Gaspare, master drink maker and the founder of the company. Campari is obtained from an hydro-alcoholic infusion introducing alcohol and water in a mixture of herbs, plants and fruits. Alcohol and water are the only known ingredients of its special and secret recipe. Remaining loyal to the original formula and keeping it strictly confidential, is one of the company's missions. This recipe is why Campari has always been characterized by a peculiar taste and by a deep red colour: the Campari red.

Campari has come to occupy a rightful position as one of the preferred ingredients used to prepare delicious cocktails. Campari fits well in mixed drinks, characterizing them, thanks to its strong and unique taste: traditionally it is served with ice – on the rocks – or with just a splash of soda water. Nowadays you can find Campari in a multitude of cocktails listed on the menus of the best bars and cafés worldwide. Every cocktail, year after year, has undergone subtle changes that shape its characteristics, and create a precise relationship between ingredients, changes that are reflected both in the glass used to serve the drink and in the preparation methods. Campari's versatility is another reason behind its success: the possibility of constantly mixing it with new ingredients and pairing it with appetizing flavours has contributed to making it a stylish drink that is able to adapt to current times and evolving trends.