

CONSUMER

**Say 'Ciao' to Crodino;
the Sophisticated, Sparkling and Surprisingly Non-Alcoholic, Italian Aperitivo**

Launching this May, Crodino serves up a taste of Summer with its deliciously bittersweet flavour, inviting you to start your evening with friends through the art of the Italian Aperitivo

[4 MAY] [UK] [Crodino](#), the non-alcoholic Italian Aperitivo, is launching in the UK – marking the start of summer, warmer weather, and brighter evenings. With a distinctive citrusy flavour and surprisingly lively bubbles, it's the perfect way to begin your evening during the post-work, pre-meal 'Aperitivo' moment.

Crodino's rich aromatic profile and bittersweet taste is complex and rewarding, paired with sparkling bubbles making it refreshing on the palate. Opening with distinctive orange notes leading to a bittersweet flavour, its aftertaste is long-lasting with a zesty, spicy, herbal and woody finish.

With this surprisingly complex botanical profile, and a deep Italian heritage stretching over fifty years since its creation in 1965, Crodino embodies the art of the Italian Aperitivo; a daily feature of the Italian lifestyle and a '*Rituale Italiano*' that brings quality taste and quality company together to whet the appetite ahead of your meal. This moment symbolises the end of the working day, celebrating the beginning of the evening ahead and the possibilities it may bring. To embrace the art of the Italian Aperitivo with Crodino, simply serve chilled Crodino in a long-stemmed wine glass over ice, and garnish with a slice of fresh orange.

Crodino is created by a blend of 15 high-quality spices, herbs, roots and woods sourced from around the world. At the heart of Crodino's aroma and flavour profile are renowned ingredients:

- **Nutmeg**, one of the most popular spices used in cuisine, liqueur and cordial recipes, adding a strong nutty and slightly sweet aroma
- **Coriander Seeds** are used for their woody fragrance with peppery and floral notes
- **Clove Buds** are blended, giving a balsamic spice and flowery sweet aroma
- **Cardamom**, the final main ingredient, and well-known for its extremely precious essential oil, gives its intensely aromatic and spicy, woody fragrance that is hot and peppery with eucalyptus and camphor undertones

To further elevate the Italian Aperitivo moment, Crodino can be perfectly paired with a variety of deliciously simple, light bites. A tasty selection of aperitivo dishes and little plates of savoury specialities are recommended to match the lively tasting notes of Crodino and enrich the overall Aperitivo experience.

The signature taste of Crodino has remained unchanged for fifty years; the drink today continues to respect the original recipe kept secret by **Crodino's Herbalist & Master Blender; Bruno Malavasi**.

Tapping into his sensorial instincts, Bruno Malavasi captures the signature profile and surprisingly rich taste of Crodino in every drop.

Commenting on his ownership of the Crodino legacy, **Bruno commented**; *"As the guardian of the original recipe, I place an enormous amount of care into my work to continue delivering the exact same sensorial drinking experience as that very first sip over 50 years ago. It is thrilling to see the secret combination of fifteen botanicals come together in perfect balance with the assistance of time. In fact, time is one of the most fundamental ingredients in creating Crodino, allowing the blend to mature and develop its multi-layered flavour. Crodino, like all great things, takes time, precision, care and knowledge of the highest level."*

Crodino is currently available in hundreds of restaurants and bars across the UK, such as Eataly, Polpo and Pastaio, as well as on [Amazon](#).

For more information, follow #Crodino, @crodino.uk on Instagram or visit www.crodino.com.

ENDS

For more information contact; crodino@3monkeyszeno.com

NOTES TO EDITORS;

Crodino Perfect Serve;

- Fill a long-stemmed wine glass with ice
- Open and pour in the Crodino
- Finish with a slice of fresh orange



About Crodino

Crodino is a non-alcoholic Italian Aperitivo, that brings an upbeat personality and a surprisingly rich and bittersweet taste to enrich the non-alcoholic drinking experience. Crodino was first created in 1965, in Northern Italy, using a recipe of fifteen high-quality herbs, spices, woods and roots that were sourced from all over the world. The rich bouquet of ingredients is expertly blended and infused for up to six months to release their full aromatic potential and achieve the surprisingly rich flavour profile of Crodino. The original recipe has been kept a closely guarded and respected secret. With an authentic Italian heritage, Crodino embraces the Italian art of the Aperitivo moment; a perfect match for Crodino's warm and witty spirit that embraces an easy-going and inclusive atmosphere. Crodino is easy-to-serve in a wine glass over ice, garnished with a slice of fresh orange. For the perfect 'Rituale Italiano', Crodino can be paired with high-quality small bites and savoury specialities.



About Campari Group UK

Campari Group UK is Campari Group's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari Group UK comprises of more than 60 'Camparistas' from over 10 different nationalities.

At the heart of Campari Group UK are three main portfolio offerings. The first is the Aperitivo Champions portfolio, led by the iconic Italian brands Aperol and Campari. The second is the Urban Disruptors portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally, there is the Prestige Challengers portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at @CampariGroupUK.

About Campari Group

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 22 plants worldwide and has its own distribution network in 22 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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