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Camparisoda, history of the product and the brand

Camparisoda, history of the product

The Camparisoda brand has been in existence since 1932, when Davide Campari asked **Fortunato Depero** to create a **bottle** for the **first single-dose aperitif**. Camparisoda was created because of the need to meet the tastes of all those consumers in bars that drink Bitter Campari with a dash of soda. Just as designer objects are created for daily use and must fulfil the need to be simple and accessible, the Campari bottle was created to offer all its customers in Italy the chance to drink a faultless aperitif which would be the same everywhere. In this sense **Camparisoda is a designer icon in the truest sense.**

The novel concept of the packaging and its origins

The bottle has the shape of an **overturned chalice**. The idea for this bottle was down to **Fortunato Depero** who, thanks to this new product, had the opportunity to create **his most important work for the Milanese Company**.

The distinctive conical shape of Depero's work for Campari dates back to the middle of the 1920s. The artist drew a sketch of it in **1925**, "*Puppet drinking Campari Soda*" (see image). The Campari Soda in the title is of course the one prepared by bartenders and not the product that will reach the market seven years later. A puppet is sipping an aperitif from a bottle that seems to have the same characteristics as the Camparisoda bottle. In **1926** the sketch becomes a model made of wood and painted white, and in the same year a poster was created using a collage made of coloured paper. The following year, in **1927**, the conical shape returns with "*Indian ink on card*" a Campari Soda advertising poster. Finally, in **1928**, a design is created using colouring pencils on a self promotional page.

Davide Campari takes the label off the bottle to make the unique shade of red stand out through the glass and embosses the brand name and the company on it: **SPECIAL COMPOSITION, DAVIDE CAMPARI & co. MILAN – CAMPARI SODA**. The distinctive features of the bottle: the shape, the colour and the material represent elements that break away from the customs of the traditional advertising styles of that era. The small bottle alone immediately becomes an innovative feature and it opens new horizons for sales strategies, whilst the Camparisoda product is included in Davide Campari's new range of products.

In 1932 Davide Campari assigns the manufacturing of the bottles to **Vetreteria Bordoni**.



The ritual of the aperitif in Milan

The aperitif in Milan is a ritual that grew in the **1920s** when people had the habit of meeting up before lunch and dinner to drink a glass of wine or a mix, which is **the present day cocktail**.

The main promoter of the aperitif in Milan was Gaspare Campari who offered the Bitter and Cordial aperitifs in his bars. The first one looked onto the Duomo square, and in 1987, when the **Galleria Vittorio Emanuele was launched**, he moved underneath the arcade on the corner to the right between the square and the entrance to the Gallery itself.

In 1915, on the opposite corner to where he opened his first bar the **Camparino** was opened, and is considered the predecessor of the classic Milanese aperitif bars. It is here that **snacks and other cold food** were served together with the **Campari based cocktail** as an **accompaniment** to the drinks. This strategy was then imitated by many other bars and has continued up to the present day.



Campanisoda – Product Details

Campanisoda is a single dose aperitif with a moderate alcohol content (10%) and a **unique and inimitable** taste. Campanisoda is made from a perfect blend of Campari and carbon dioxide.

Campanisoda was created in 1932: it is the first “ready to use” pre-mixed drink in the history of low alcohol beverages. Its unmistakable small conical bottle, designed by Fortunato Depero, is still an Italian aperitif icon today. Campanisoda is one of the key products offered by the Group and is mainly distributed in Italy.

The main market for Campanisoda is **Italy**.

