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## Campari regains the lead in the Liqueurs category in the 2022 Drinks International Annual Report

- [Campari](#) is recognized for the seventh consecutive year as the Best-selling Liqueur brand, and the #2 Top Trending Brand - up from #3 in 2021
- The **Negroni** cocktail gained the top spot for the first time in the Best-Selling Cocktails list, after 8 years as second best-seller following right after the Old Fashioned domination – with **Campari** as the **essential ingredient** of the iconic serve
- The Italian red vibrant aperitivo is also featured as key ingredient in the **Americano** and **Boulevardier** classic cocktail which both appear in the Reports top 50

[Campari](#), the iconic Italian red aperitivo, has been recognized by the **Drinks International Annual Report** as the **bestselling Liqueur** brand for the **seventh consecutive year** and as the **#2 Top Trending Brand** - up from #3 in 2021.

Reaching its 13th edition, the Drinks International Brand Report counts on the participation of 100 of the most recognized and awarded bars from around the world. By invitation only, participating bars are called to answer a very detailed questionnaire used to compile the Report, exploring the most-used spirit categories at the world's best bars, the top-50 most-made classic cocktails and the brands used most frequently in key serves.

This important recognition received directly by the industry is evidence that Campari's vibrant red colour and multi-layered bitter taste are so unique and intense that they encourage creativity, through the changing nature of each of its cocktails, keeping its unmistakable essence as the perfect base and inspiration for bartenders to create and experiment with mixology.

Inspiring limitless creations since its birth in 1860, Campari has always been at the forefront of cocktail culture, inspiring passion in bartenders across the world. Irrespective of trends that have come and gone over the years, only a select few classic cocktails have stood the test of time. Campari is front and centre cocktail history, a firm favourite among great bartenders and an indispensable component of some of the world's most well-known classic cocktails such as the [Negroni](#), [Americano](#) and [Boulevardier](#), all acknowledged in the report.

The **Negroni** cocktail gained the **top spot** for the **first time in the Best-Selling Cocktails list**, after 8 years of Old Fashioned domination – with **Campari** as the **essential ingredient** of the iconic serve, which reinforces the statement that *'There is no Negroni without Campari'*.

The Negroni was created in 1919 in Florence, meaning over 100 years have passed since the creation

# CAMPARI

RED PASSION

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of the truly classic drink. One of the few staples to any good cocktail menu, the **Negroni is listed in the IBA 'Unforgettable Drinks List'**, well known as the bartender's bible, in which Campari is the only brand listed as an official ingredient. Revered for its perfectly balanced combination of three ingredients; equal parts of Red Vermouth and London Dry gin join Campari the red heart of the Negroni in the original recipe that is over a century old and continues to be enjoyed today.

Campari is also featured as key ingredient in the **Americano** and **Boulevardier** classic cocktails which both appear in the Report's **top-50 most-made classic cocktails**.

**Francesco Cruciani, Managing Director Italian Icons at Campari Group** commented: "Such recognition by the industry for a brand that in 2022 turned 162 years, is another evidence of its iconicity that stood the test of the time. Not only does a liquid with a tasting profile as dynamic as Campari make the perfect and defining component for classic cocktails, such as the Negroni, but the versatility provides never-ending possibilities for new creations made by bartenders all over the world. With its outstanding legacy, today Campari lives on through bartenders and Campari lovers across the globe who are pivotal to the continued success of the Italian red bitter liquid".

## CAMPARI CREATIONS

### Negroni

*A true classic, standing the test of time since 1919*



Dating back to Florence in 1919, The Negroni cocktail is said to have been created by Fosco Scarselli in his bar, Café Casoni, after the renowned Count Camilo Negroni asked him to strengthen his favourite cocktail – the Americano – by replacing soda water with a splash of gin. Scarselli added an orange slice as garnish, rather than the usual lemon twist, and from this moment on, the Negroni was born.

In celebration of the iconic cocktail's centenary, an exclusive plaque was unveiled on the walls of the former Café Casoni, where the first Negroni was served, proving that Campari truly has been at the heart of the cocktail from the very beginning.

The Negroni is now one of the most famous contemporary classic cocktails, specifically the second most requested cocktail in the world. As a result, anywhere you go in the world, you will find a bartender who can make you the iconic Negroni.

*Enjoy Campari Responsibly*

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The original recipe, the perfectly balanced combination of equal parts of Campari, Red Vermouth and London Dry gin, is over a century old and continues to be enjoyed today. The International Bartenders Association (IBA) lists Campari as an official ingredient of the Negroni, and thus, Campari the red heart of every Negroni.

- 1 part (1oz, 3cl) Campari
- 1 part (1oz, 3cl) Gin (Campari recommends BULLDOG Dry Gin)
- 1 part (1oz, 3cl) Sweet Vermouth (Campari recommends 1757 Vermouth di Torino Rosso)

To make:

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

## The Americano

*The perfect mix of two Italian Spirits, Campari and Vermouth.*



Created in around 1860 and first served in Caffé Campari, it was originally known as the Milano-Torino due to its two main ingredients: Campari from Milano, and sweet vermouth from Torino. The cocktail was later renamed because of its popularity among American tourists around the turn of the 20th century and prior to Prohibition.

- 1 part (1oz, 3cl) Campari
- 1 part (1oz, 3cl) Sweet Vermouth (Campari recommends Cinzano 1757 Vermouth di Torino)
- Splash of Soda

To make:

1. Pour the ingredients directly into a glass (Campari recommends the bespoke tumbler glass)
2. Fill the glass with ice cubes
3. Add a splash of soda water
4. Garnish with orange slice and lemon peel

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## The Boulevardier

*Prohibition cocktail with a richly intriguing taste*



This famous cocktail was created by legendary bartender, Harry McElhone of Harry's Bar in Paris during the prohibition years after he moved from the USA. Harry married his American roots with the European lifestyle by combining bourbon with Campari and sweet red vermouth to create the classic cocktail with a rich and intense flavour.

- 2 parts (1oz, 3cl) Campari
- 2 parts (1oz, 3cl) Sweet Vermouth (Campari recommends 1757 Vermouth di Torino)
- 3 parts (1 ½ oz, 4.5cl) Bourbon Whiskey (Campari Recommends Wild Turkey 101 Bourbon)

To make:

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

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[www.campari.com](http://www.campari.com)

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#campari #redpassion

## ABOUT CAMPARI

Campari, the iconic, unforgettable Italian red spirit sitting at the heart of some of the world's most famous cocktails. Campari was founded in Milan in 1860 by Gaspare Campari, and pioneered by his son, Davide, who created something so distinctive and revolutionary that its secret recipe has not been altered since. Vibrant red in colour, Campari's unique and multi-layered taste is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water. As well as being unique and distinctive, Campari is extremely versatile, offering boundless and unexpected possibilities. As a source of this passionate inspiration since its creation seen through its founders' creative genius, artists in different fields and the world's best bartenders, Campari stimulates your instincts to unlock your passions, inspiring limitless creations.

*Enjoy Campari Responsibly*



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#### **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 e 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 Sesto San Giovanni, 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.