



CHOOSE SWEET

#goSweet

Let Campari’s fine sweetness take you on an intriguing journey that introduces you to the subtleties of its original combinations, seducing you with new and wondrous flavours. Isn’t that what this world needs?

**That’s why it’s time to choose,
be yourself, choose sweet.**

Life is sweeter.



CHOOSE BITTER

#goBitter

As firm supporters of bitterness, we believe that the true essence of Campari’s taste is bitter. Its rousing bitterness captivates your palate, adding a bold kick to your drinks. It is so unique you can even taste it straight.

**Friends, now is the time to go bold,
now is the time to stay bitter.**

Believe in bitter.

Campari Orange



Created in 1960, it is also known as the “Garibaldi” due to the similarity of the Campari colour with the uniform worn by the hero who united Italy. The

Campari of Milan (Northern Italy) meets blood oranges, a symbol of Sicily (Southern Italy).

Recipe:

1 part (1.25oz) Campari

3 parts (top) orange juice

Pour the ingredients into a tall glass filled with ice.

Garnish with a slice of orange.

Negroni



Legend has it that on his return from England in 1919, Count Camillo Negroni asked his favourite

bar to prepare his usual Americano with seven drops of gin instead of soda. A legend was born and still continues strong today as one of the most famous Italian cocktails in the world.

Recipe:

1 part (1oz) Campari

1 part (1oz) Gin

1 part (1oz) red vermouth

1 slice of orange

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



SUPPORTING SWEET COCKTAILS

Americano

Created in 1933, Campari and red vermouth met ice and soda to create the famous Americano. A legend says that the drink was given the nickname of Primo Carnera, the first Italian to win the heavyweight boxing title, in New York.

Recipe:

1 part (1oz) Campari

1 part (1oz) red vermouth

Splash of soda water

Pour the ingredients directly in an old-fashioned glass filled with ice-cubes, add a splash of soda water and garnish with an orange slice and lemon peel.



Negroni Sbagliato

Invented by a bartender in 1972 in Milan, he was asked to make a Negroni but used sparkling wine instead of gin. This mistake (“sbagliato” is Italian for “wrong”) gave rise to a great success. Ideal for those who want to enjoy a few “bubbles” without having to forgo the classic sharp taste they know and love.

Recipe:

1 part (1oz) Campari

1 part (1oz) red vermouth

1 part (1oz) sparkling wine

In a double rocks glass with ice. Garnish with a slice of orange.





MI-TO

Campari bitter (made in Milan) came together with red vermouth (produced in Turin) in around 1870. It is hardly surprising that the name MI-TO sounds exactly like the Italian word for “myth”.

Recipe:

1 part (1oz) Campari

1 part (1oz) red vermouth

Prepare directly inside a glass which is full of ice and garnish with a peel of orange.



Boulevardier

After leaving the USA due to Prohibition in 1927, the legendary bartender Harry McElhone (the founder of Harry’s Bar in New York) used its most contested spirit - bourbon - to create this drink. It is said that it is named after the first of its many fans, the editor of the magazine The Boulevardier.

Recipe:

2 parts (1oz) Campari

2 parts (1oz) red vermouth

3 parts (1.5oz) Bourbon Whiskey

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





SUPPORTING BITTER COCKTAILS

Campari Seltz

This was the most popular drink in the bar Camparino, opened by Davide Campari himself back in 1915 and which celebrated its 100th year in 2015.

Recipe:

1 part (2oz) Campari

3 parts (top) soda water

Prepare directly inside the glass. Pour the chilled Campari and top up with soda. Garnish with an orange slice if desired.

Campari Spritz

A cocktail full of taste enhanced by the easy mix sparkling aromatic note of Prosecco.

Recipe:

2 parts (1.5oz, 4cl) Campari

1 part (splash, 2cl) soda water

3 parts (2oz, 6cl) Prosecco

Pour all ingredients directly into a glass of wine and garnish with a slice of orange.





Campari Tonic

Simplicity is often the key to the best results. And this drink proves the point. All it takes is a touch of tonic water to make an irresistible, thirst-quenching cocktail.

Recipe:

1 part (1.25oz, 3,75cl) Campari

3 parts (top) tonic water

Build the drink in a juice glass with ice. Garnish with a slice of lime.

Campari on the rocks

The simplest, most classic way of discovering and enjoying Campari's complexity.

The ice enhances its unmistakable hint of bitter, entering dry and strong on the palate. Best enjoyed as an aperitif.

Recipe:

1 part (2oz, 6cl) Campari

Prepare this cocktail directly inside an ice filled glass. Pour Campari and garnish with an orange slice.

