CAMPARI ACADEMY
TRAINING

CAPTURING CREATIVITY

THE ART OF CAMPARI

SESSION OVERVIEW

Capturing Creativity shows a new approach on the history of Campari, with a focus on the people, production secrets and the extremely important connection of this brand with **Creativity** and Creative Art.

Gaspare Campari single handedly created the **Bitter Aperitivo** category, but if it was for the liquid alone, Campari wouldn't be what it is today.

Always at the forefront of collaborating and supporting Creatives of different times, Campari championed Creative Art in marketing campaigns since the XIX century and we are not considering to stop.

We pride ourselves of inspiring **Creativity through our Passion**.

In this session, expect snippets of artworks and campaigns that revolutionised the market and a complete understanding of what makes Bitter Campari unique (at least for what we can disclose with you).

We'll also focus on a true collaboration between creative minds, introducing you to the iconic world of CampariSoda.

Our aim is to empower you with as much creative inputs as we can, to help you drive and shape the industry we all love.

CHEERS

The Campari Academy Team

BOOKLET CONTENT

WHAT IS CREATIVITY?

WHAT IS CAMPARI?

HISTORY: THE BRAND & THE PEOPLE

PRODUCTION PROCESS

THE ART OF CAMPARI

10 YEARS OF DEPERO

DRINKING ART: CAMPARISODA

CAPTURING CREATIVITY TODAY

CAMPARI COCKTAILS

COOL READS

WHAT IS CREATIVITY?

Creativity has been defined by scholars as "the act of **turning new and imaginative ideas into reality**".

Following this definition then, we recognize that we all have a creative side.

Creativity is not just about artwork and masterpieces, but we all are (or can be) creative, everyday!

Using **creativity**
is to think outside the box,
but thinking is not yet enough...

If we have big ideas, but we don't put them in practice, we're not acting on our creativity.

We need to **act on our ideas**.

"If you have ideas, but don't act on them, you are imaginative, but not creative"
Marcel Douchamp, Dada Artist

Once a creation is made, to put it to the test, we need the recognition of the audience.
In our bars, that's our guests.

We can communicate our creativity in many ways, finding different avenues to engage with our audience.

Often, we use the **visual medium** to communicate our ideas and intentions, as it is the most quick, direct and impactful way.

This is at the base of visual marketing, an area we can boost with our creativity to make our offer more appealing.

"Sex appeal is fifty percent what you've got and fifty percent what people think you've got"
Sophia Loren, Actress & Diva.

CREATIVITY IN BARS

In the bar world, if you think at a drink, but you don't work to improve it and bring it to life, you are not **enabling your creativity**.
Don't be afraid to create!

Imagine if Count Negroni never dared to ask for Gin, instead of soda water, in his Americano...we wouldn't have the Negroni!

As we mentioned before though, our creations need the **recognition of the audience**: our guests.

If we make a great drink, but it isn't appreciated, we either have the wrong audience, or the wrong drink...

Another point can be made on how we present our offer. For example, we could use visual cues to influence our audience.

Given your bar is kept nice, tidy and inviting, if you want to sell more cocktails than other drinks, you could set-up a well organized cocktail station on the bar top and turn off the lights in your fridges.

Or when it comes to **menu design**, think about placing the cocktail list as first page on the menu.

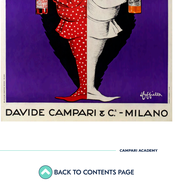
Tippling Club, Singapore

These are few example of how you can influence your audience through simple visuals, because
what we see can influence our choices.

Our social media communication is another strategy we can get creative with, making our creations known and **appealing** for our audience.

Many use it and in different ways.
It's up to us to learn from the ones who succeeded in it and that we respect and admire.

Throughout history, if there is a liquor company that went to the extent of engaging with **artists** and use not mere visuals, but **Visual Art** in its marketing campaigns, it's Campari.



WHAT IS CAMPARI?

We are going to deep dive in how **Campari** came to life, how it is made and how important was the role of creativity for its success in the following...

Campari is an
Italian bitter-sweet Aperitivo liqueur, made with a **natural infusion** of **botanicals** in alcohol, balanced with water, sugar and dyed red.

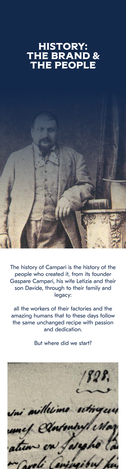
Even if technically it's a liqueur categorised as 'Bitter Aperitivo', Campari is not just 'bitter'. Its flavour is **herbal**, **citrusy** and **bitter-sweet**.

It's made with a **natural infusion** of botanicals in spirit (more about this in the production chapter), created to perfectly suit the moment of the **Aperitivo**.

Most importantly though,
Campari was the first of its kind.

There was nothing like it and, to this days, while it inspired many liqueur makers and copycats, no one made it to equal its unique, bold, characteristic flavour profile.

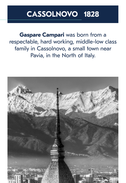
HISTORY: THE BRAND & THE PEOPLE



The history of Campari is the history of the people who created it, from its founder Gaspare Campari, his wife Letizia and their son Davide, through to their family and legacy:

all the workers of their factories and the amazing humans that to these days follow the same unchanged recipe with passion and dedication.

But where did we start?



CASSOLNOVO 1828

Gaspare Campari was born from a respectable, hard working, middle-class family in Cassolnovo, a small town near Pavia, in the North of Italy.

TURIN 1842

Unable to afford his studies, at the age of fourteen, he decided to leave his hometown to start as apprentice at **Bar Bass** in Turin, a well-known bar and liquear shop.

Here, Gaspare learns how to extract flavour from botanicals and create liqueurs. After all, Turin had a huge liqueur-making tradition (vermouth anyone?).

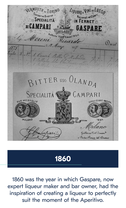
In Turin, Gaspare also knew great sorrow. He got married and had two daughters, but they all passed within few years.

NOVARA 1850s

Needing to overcome his loss, he moved to Novara, a smaller city, running and managing the **Caffè dell'Accademia**, bar he would then buy.

Here, he would improve his liquear making skills and start experiencing success for himself.

In Novara, Gaspare also met **Letizia Galli**, an extremely smart woman, beautiful, kind and lovable, that brought great joy back into his life, building a strong matrimony and family.



1860

1860 was the year in which Gaspare, now expert liquear maker and bar owner, had the inspiration of creating a liqueur to perfectly suit the moment of the Aperitivo.

A robust, bitter-sweet, red liqueur, based on a secret mix of botanicals, steeped in an alcoholic infusion.

He would initially call it **'Bitter all'uso d'Holanda'** (Bitter in the Dutch fashion), possibly vaguely inspired by the high proof, dry bitter liqueurs popular in the North of Europe, but arguably named that way so it would sound new and exotic.

Shortly re-named **'Bitter Campari'**, it was the first of its kind, single handedly starting the category of Bitter Aperitivo.

This recipe is kept secret and still unchanged to these days.

MILAN 1862

The Campari family moved to Milan, the new economical capital, and Gaspare opened a shop in the city centre.

Suddenly, by Council's decree, the building that hosted the shop got soon demolished to build what became a new landmark in the city: Galleria Vittorio Emanuele.

MILAN 1867

Gaspare manages to reserve himself the rights to open a new shop at the entrance of the new Gallery, facing **Duomo Square**.

The shop had the entrance at the ground floor, the laboratory in the basement and the apartments upstairs.

14th NOV 1867

Davide Campari is born, becoming the first Milanese born 'in Galleria'.

DID YOU KNOW?

Letizia, Gaspare's second wife, was an extremely smart woman, with true business acumen and long-term vision.

Here, was the idea of start selling Campari only to a selected number of premium bars, asking them to display it on their venues' main window, by the entrance, set proudly serve bitter Campari, written in golden letters.

Everyone loved Campari for its flavour and they were now also exposed to the brand.

Because of this, Campari's popularity increased exponentially.

You still find the same golden letters on every bottle of Campari today.

MILAN 1882

Gaspare dies, leaving the company to his wife, sons and daughters.

MILAN 1888

Initially, some of the family members worked together to keep the business alive, but it was in 1888 that a very young Davide Campari decided to make it his own career.

He was a well-educated man, spoke several languages, he was **a lover of the arts**, a regular at the theatre and soon to be a globe trotter.

Davide was the person who really took Campari to new heights, with a very handson approach, re-defining **production focus** and reshaping **artistic collaborations** a Campari trademark.

DID YOU KNOW?

The expansion of Campari outside of Italy's borders is said to have been encouraged by Davide's love for Opera singer Lina Cavalieri.

This 'love story' (which, spoiler alert, doesn't end happily for Davide), took him all around the world, allowing him to also establish his brand abroad.

SESTO S.GIOVANNI 1904

With increase in production, a new factory was built in Sesto San Giovanni, a Milanese's outer suburb.

Here, the production was focused exclusively on **Bitter Campari** and **Cordial Campari** (a clear Raspberry Liqueur not produced anymore), discontinuing all other Campari liqueurs and spirits.

COOL FACT

Campari was an established Milanese company, with strong connection with the city of Milan.

When in the early 1900s the Campari factory was moved just outside Milan, Davide collaborated with the council to have the tram line extended, so the factory's workers could go to work using public transports.

MILAN 1915

Campari's new bar, the **Camparino in Galleria**, opens its doors in conjunction with the original Campari Cafe.

This was a new, modern bar, where iconic serves like the Campari & Soda were perfected and delicacies like the **Campari Shakerato** were born.

Unlike its predecessor, the Camparino in Galleria is still open to these days, keeping a classic atmosphere at the café', but also offering a cutting-edge, modern drinking and dining experience in the cocktail bar at the first floor.

MILAN 1932

Out of a true collaboration between Davide Campari and futurist artist Fortunato Depero, **CampariSoda** is born.

NOVI LIGURE 2004

The new production plant of Novi Ligure is opened and, together with wine and Campari Group's Italian liqueur production (Crisana, Aperol, Cynar, Crodino, etc..) here is where **every drop of Campari** for the world comes from.

SESTO S.GIOVANNI 2005

The Sesto San Giovanni factory has been restored and re-purposed to host Campari Group HQ offices.

Being Campari, in the same building you'll also find **Galleria Campari**, an art gallery, open to the public.

In Galleria Campari, the story of the brand is told through an evocative journey in space and time, between original Belle Epoque posters, drawings, sketches, and artist books from the 1920's to the 1990's.

NEGRONI WEEK since 2013

Started from a bartenders' idea and sponsored by Campari and Imbibe, every year since 2013, bartenders from all around the world celebrate the **Negroni**, in an effort to raise money for charitable causes.

At the time of writing, more than $3M have been raised over the years.

2020

Campari celebrates its 160th anniversary.

To honor this milestone, and in true Campari style, two main artistic collaboration have been commissioned, to sculptor Oliviero Rainaldi, who created **Infinita Campari** and graphic artist Francesco Ponzi, who designed a **limited edition stamp**, inspired by one of the most famous Campari artworks of the past.

COPYRIGHT ACADEMY

PRODUCTION PROCESS

Campari was the first of its kind, the first **Bitter Aperitivo** liqueur.
We know the recipe was first coded in 1860, after years of liqueur making improvement and experimentation.

The recipe has since been kept a well-guarded secret and **never changed**.

Obviously, with the time going by, techniques and quality control have improved, but to this day, the recipe is still only accessible to a handful of liqueur makers that are in charge of the production of the **hydro-alcoholic infusion** that carries the unique Campari flavour.

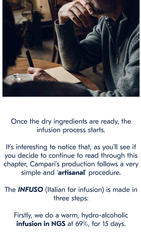
But, how do they do it?

Everything starts with the highest quality **botanicals**: herbs, roots, spices, barks, fruit.

All botanicals are stored dry, whole and in their **natural form** (no extract, essences, nor powdered ingredients are used).

The Aromatic plants are selected and weighted. To make Campari we create a single mix of botanicals, that will be re-used in different steps through production.

Bruno Malavasi, Campari Group's Chief Herbalist and authority when it comes to flavour extraction, together with his team, they are in charge of the weighting and mixing of the botanicals.



Once the dry ingredients are ready, the infusion process starts.

It's interesting to notice that, as you'll see if you decide to continue to read through this chapter, Campari's production follows a very simple and **'artisanal'** procedure.

The ***INFUSO*** (Italian for infusion) is made in three steps:

Firstly, we do a warm, hydro-alcoholic **infusion in NGS** at 69%, for 15 days.

There are currently 48 stainless steel tanks allocated to this process, each one with a capacity of 10.000L.

The infused liquid will then be drained and become the so called *LIQUIDO#1* (Liquid #1)

The same botanicals are taken from the tank after filtration and placed in a **winepress**.

Through the high pressure applied by the press' screw system, a second liquid is extracted (*LIQUIDO#2*).

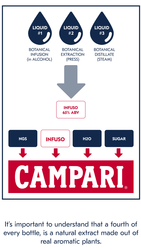
The leftover botanicals are then collected and **steam distilled**, to extract the full potential of flavour and all the essential oils into the 3rd *LIQUIDO*.

The three extractions (liquid #1, #2 & #3) are then married in different proportions, according to the recipe, to obtain a high proof '***infuso***', at around 65% ABV.

This is the soul of every single bottle of Campari in the world.

The ***infuso*** is left to settle before **distilled water, NGS** and **sugar** are added.

It represent roughly 25% of every bottle of Campari.



It's important to understand that a fourth of every bottle, is a natural extract made out of real aromatic plants.

Before the final filtration, colour is added. Campari is dyed with a signature artificial red colouring, called 'Rosso Campari' (Campari Red) and it is bottled at 25% ABV.

DID YOU KNOW?

Campari was, as far as we are aware, the first liqueur to be dyed red...in history!

Gaspare chose the colour red for its vibrancy and energetic connotation, together with the connection to the concept of passion, that was always imbued into the Campari DNA.

The Rosso Campari hue doesn't affect the flavour profile, but Campari's success wouldn't have probably been the same, without its unique vibrant colour.

We said the recipe for the infuso that gives flavour to Campari never changed, but there is a variable that can change depending on the part of the world you are drinking Campari in: the colouring.

Like every edible product coloured in the 1800s, Campari originally took its colour from a carmine dye.

Carmine is a natural food colouring obtained from cochineal, a parasite originary of central and South America, that grows on cactus. We drastically reduce using it for ethical reasons.

We are still processing Carmine dye for the South American market, because many families are involved in the harvesting of Cochineal for Campari and they'd all be without a way to provide for themselves if we'd stop.

THE ART OF CAMPARI

Fond of **inspiring creativity through passion**, Davide Campari saw artists as representatives of their current times.

He wanted their artworks to contextualise Bitter Campari and show its relevance in the modern, ever evolving life.

He understood that this would create **emotional connection** to the brand.

The artist would never just execute a branded artwork. He would add his 'tenser', in the way he'd see the world, or to steer it in the direction he'd like it to go (or ponder on).

Davide liked to maintain himself the relationships with the artists, giving them freedom of expression, under the clause that a Campari artwork would always be:

immediately comprehensible;
of good taste;
not equivocal;
unique;
new.

We hope you'll enjoy the following snippet of some of the most famous Campari artistic collaborations.

G. MORA 1894

A. HOENSTEIN 1901

M. DUDOVICH 1920

L. CAPPIELLO 1921

F. DEPERO 1926-27

C. FISANOTTI 1948

N. NANNI 1957

B. MUNARI 1964

F. MARANGOLO 1968

10 YEARS OF DEPERO

One of the artist who collaborated with Campari the longest and that had such a productive relationship, was without a doubt Fortunato Depero.

Born in 1892 in a small city in the Northern Italian mountains, with, as he liked to put it: "zero money and **1000 of life and art**".

After a brief experience fighting in war as a young volunteer, Depero immersed himself in his artistic career, that brought him close to the 'Futuristic movement'.

Futurism was an artistic current that saw expressions in diverse disciplines, from painting and sculpting, to design, architecture, videography, literature and even cuisine.

The main concepts that underlined the artworks were: the research for **speed** and **dynamism**, a fascination with factory production, **progress**, a desire to disconnect from the past and to **innovate**.

DID YOU KNOW?

Futurists were very productive artists and often wrote books, amongst which Marinetti's 'Futurist Cookbook' is certainly the one of most interest to us.

Together with many dishes and cooking techniques, it listed 19 cocktails (*polibibite*), introducing the concept of 'Futurist Mixology'.

Futurists were also pioneer in serving styles, and, according to Oxford's professor Charles Spence, the first ones to introduce the concept of FOOD PAIRING.

Depero was extremely creative and productive.

He created artworks for several companies, but it was above all with Campari, that Depero entertained a close association from the second half of the Twenties to the beginning of the Thirties.

'**Squisito al Seltz**' (which we also used as banner for this session) was the first artwork Depero produced for Campari, commissioned in 1924 and exposed in 1926 at Venice Biennale, stressing the concept of '**advertising art-work**' opposite to a mere poster.

Depero's creations were revolutionary for his time, both from an artistic and from an advertising point of view.

His edge and abundant production left a huge portfolio of artworks that are still an inspiration to these days.

DRINKING ART:

CampariSoda was born in 1932 as a true collaboration between **Davide Campari** and artist **Fortunato Depero**.

The need for such a product was born from the fact that in bars around the world, the service of Campari, with Seltz or Soda Water, was very inconsistent and often decremental for the brand.

As you probably know, like every simple drink, **Campari & Soda** is very easy to mess up. Classic mistakes are:

- not adding enough ice;
- adding too much soda;
- leaving the drink layered.

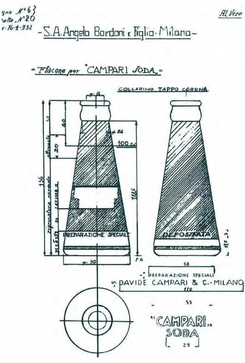
Davide decided to create a single serve of the signature drink, fully carbonated and bottled.

Nothing like that was ever made before and CampariSoda became the **first bottled cocktail**, carbonated and in single serve, in history.

Being Davide Campari, he couldn't just bottle it in 'any' bottle, so he contacted **Fortunato Depero**, who was in a very tight relationship with the brand, and they workshopped the artistic brief.

Depero took inspiration from the glass in which the Bitter was served at the time: a **conical**, stemmed glass.

Like he did many times with his artworks, he turned it upside-down, finding this way the shape for the bottle.



The glass, manufactured by local artisans, also played a huge role. Depero designed a textural glass, reminishent of the peel of an orange (the classic garnish for the drink).

When chilled, the glass would also have a **frosty look**, who would give away a perception of freshness and suggested the thirst quenching properties of the drink.

To finish it off, the decision was taken to add **no label**, a very out of the box, unique choice, as CampariSoda is still the only alcoholic product where all informations are written on the cap!

CampariSoda's perfect serve is over ice in a rocks glass, garnished with an orange wedge.

CAPTURING CREATIVITY TODAY

As we saw, Camparisoda was all about innovation and pioneering attitude.

In the same way, Campari's artistic collaborations didn't stop at posters, sculptures and design, but the research for creativity lives on and has evolved in the different ways Campari supports the Art World.

The iconic element of Campari's advertising have been for over a century the **Campari Calendars**, produced in very limited copies and given away as present to customers and collaborators.

In 2016, we saw the evolution into **Short Movies**, released once a year.

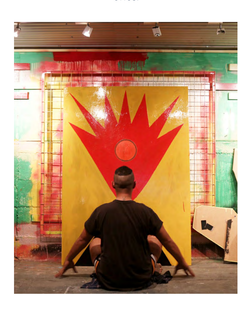
They encapsulate the way Campari, once again, interacts with society, communicating the aspirational, while established presence of the liqueur in people's life, fictional, or not...

Campari has been for years one of the main sponsors of **Venice Film Festival**, the world's oldest film festival.

In Australia, we have been proud sponsor of contemporary art exhibition **Sydney Biennale** in 2020 and every year we support the Melbourne International Film Festival (**MIFF**).

In all of these examples, Campari sponsored artists and performers, inspiring them to express their creativity, through our **Red Passion**.

We invite you to discover more about their creations and keep an eye out for future ones.



Art and creativity is not just posters and movies though.

A great example of Campari's investment in celebrating bartenders' creativity is **Negroni Week**: a platform to express your passion, showing that we are more than simply drink makers and that hospitality plays a vital role in our communities.

This booklet wanted to be a little trip down Campari history and show how we used creativity to bring our passion to the world.

We hope you could take some inspiration from these few pages, because YOU, really, are the 'artists' we want to collaborate with.

So, how will you express **your creativity**?

As we motioned before, what we show says more about us than we think.

Whatever we do, needs to align to the **message** and **concept** that we want to communicate about ourselves.

So, let's consider: what platform am I using? What are my main qualities? How relevant is my offer? Am I using the right tone of voice? Am I focused, targeted, inclusive, present, engaging enough?

What's in there for my guests?
Why should they pick me?

You really have the **opportunity** to make an impact onto your guests, influencing their choices and guiding them through their experience, but as you know: "with great power, comes great responsibility".

You have the choice to be the bartender you want to be, grow the audience you want to have and **shape the future** of our beloved industry.

At Campari Academy, we hope we can fall into Campari founder's footsteps and inspire your creativity through our Passion.

CAMPARI COCKTAILS

BITTER AL SELTZ

INGREDIENTS

60ml Campari (from the freezer)
180ml Highly pressurised Seltzer Water

METHOD

Pour Campari in the iconic stemmed glass, chilled, no ice and pour Seltzer Water from the Seltzer machine.

GARNISH

N/A

CAMPARI & SODA

INGREDIENTS

60ml Campari
120ml Soda Water

METHOD

Build in a rocks glass.
Add plenty of ice and stir to combine.

GARNISH

Orange Wedge

MILANO - TORINO

INGREDIENTS

45ml Campari
45ml 1757 Vermouth di Torino Rosso

METHOD

Serve up or on the rocks.
Stir and strain the former in a chilled coupette, or build over ice the latter.

GARNISH

Orange Zest

AMERICANO

INGREDIENTS

45ml Campari
45ml 1757 Vermouth di Torino Rosso
30ml Soda Water

METHOD

Build in a rocks glass.
Add plenty of ice and stir gently to combine.

GARNISH

Orange Wedge and Lemon Zest

NEGRONI

FLORENCE, 1919

INGREDIENTS

30ml Bulldog London Dry Gin
30ml Campari
30ml 1757 Vermouth di Torino Rosso

METHOD

Build in a rocks glass over ice and stir to combine, adding a little dilution.

GARNISH

Orange Wedge

GIOSTRA D'ALCOL

A.K.A. ALCOHOL CAROUSEL

INGREDIENTS

60ml Barbera Wine
30ml Campari
30ml Cardrate (Citron Soda)
1 square of cheese
1 square of tempered dark chocolate

METHOD

Build in a rocks glass over ice and stir to combine.
Serve with garnish, suggesting to eat cheese first, then enjoy the chocolate after the drink.

GARNISH

1 square of cheese
1 square of tempered dark chocolate

BOULEVARDIER

INGREDIENTS

30ml Russell's Reserve 10yo Bourbon
30ml Campari
30ml 1757 Vermouth di Torino Rosso

METHOD

Pour all ingredients in a mixing glass, over ice.
Stir gently to the desired dilution and strain into a coupette.

GARNISH

Orange Zest

CAMPARI SHAKERATO

IL CAMPARINO, MILAN, 1930'S

INGREDIENTS

90ml Campari

METHOD

Pour Campari in a shaker and add plenty of ice.
Shake hard and fine strain into a chilled coupette.
(Reverse dry shake also works wonders)

GARNISH

Lemon Zest, discarded

NEGRONI SBAGLIATO

BAR BASSO, MILAN, 1972

INGREDIENTS

30ml Campari
30ml 1757 Vermouth di Torino Rosso
90ml Riccadonna Prosecco DOC

METHOD

Pour all ingredients in a wine glass, over plenty of ice.
Stir gently to combine.

GARNISH

Orange Wedge

ROSITA

INGREDIENTS

30ml Espolon Tequila Blanco
30ml Campari
15ml 1757 Vermouth di Torino Rosso
15ml 1757 Vermouth di Torino Extra Dry

METHOD

Pour all ingredients in a wine glass, over plenty of ice.
Stir gently to combine.

GARNISH

Orange Wedge

KINGSTON NEGRONI

NEW YORK, 2013

INGREDIENTS

30ml Appleton Estate Signature Blend
30ml Campari
30ml 1757 Vermouth di Torino Rosso

METHOD

Build in a rocks glass over ice and stir to combine, adding a little dilution.

GARNISH

Orange Zest

GARIBALDI

INGREDIENTS

60ml Campari
120ml Freshly pressed 'fluffy' Orange Juice

METHOD

Pour Campari in a tall glass over plenty of ice, add orange juice (juiced to order) and stir to combine.

GARNISH

Orange Wedge

COFFEE NEGRONI

LONDON, 2017

INGREDIENTS

30ml Bulldog London Dry Gin
30ml Campari
20ml Cinzano Rosso
10ml Coffee Liqueur

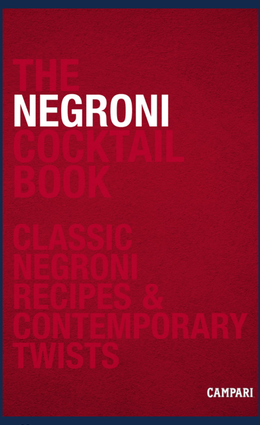
METHOD

Build in a rocks glass over ice and stir to combine, adding a little dilution.

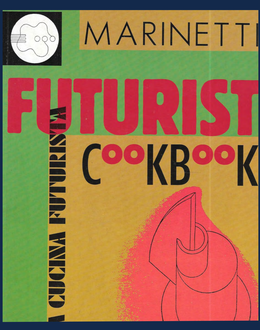
GARNISH

Coffee Beans

COOL READS



DOWNLOAD A FREE COPY OF THE NEGRONI BOOK



Thank you for scrolling through our Booklet!

Here's more reading from
CAMPARI ACADEMY related booklets,
suggested by our Brand Ambassador Team.

CAMPARI ACADEMY

GRAZIE.