

# AMARI CLUB

A Campari Academy Masterclass

CAMPARI ACADEMY

"The European Tradition of making bittersweet liqueurs - called Amari in Italian - has been around for centuries. It is only recently that these herbaceous [commonly used as] digestifs have moved from the dusty back bar to centre stage in the US and Australia [and other cocktail capitals of the world], and became a key ingredient on cocktail lists in the best bars and restaurants. Luckily for us, today there is a dizzying range of Amaro available - from familiar favourites like Averna and Cynar, to the growing category of regional American [and Australian] made Amaro"

***Brad Thomas Parsons - "AMARO"***

Our Amari Club Masterclass is an in-depth exploration of regional Italian culture socio-historical influences, and insightful production secrets behind the exciting AMARO category.

Firstly, we will focus our attention on the broader category by discussing key botanicals and the centuries-old practices that master distillers, herbalists, and producers have utilised to extract key flavours. Next, we take a journey through Italy, visiting different regions to encounter and understand terroir and other factors responsible for shaping some of our most beloved bittersweet herbal products. Get ready to taste some amazing traditional Italian recipes from Valtellina, Veneto, and Sicily.

To top off our fascinating journey we will offer you an exclusive tasting, never experienced before in Australia, and never to be repeated, of limited RISERVA releases from AVERNA, CYNAR and BRAULIO.

We hope you enjoy exploring this exciting topic and getting to know the stories, people and processes behind these amazing products.

The Campari Academy Team.

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**AMARO**

**CAMPARI ACADEMY**

First, let us take a step back and briefly look at the broader Liqueurs category.

The category is vast and diverse, without, apart from few exceptions, a detailed definition and regulation.

A Liqueur is defined as an alcoholic beverage with an ABV higher than 15% and a sugar content of over 100g per litre (with the exception of Gentian Liqueurs, where the amount of sugar per litre can be as low as 80g).

Added sugar or inverted sugar - a combination of glucose and fructose obtained by heating sucrose with hot water - is commonly used.



Looking now at Amaro specifically, we could generally define them as the collection of Italian-made, bittersweet, herbal and aromatic liqueur-like products which are traditionally served after a meal. The reality, though, is that they are so much more than that.

Amaro usually consist of a spirit or wine base to which botanical and herbal (roots, seeds, barks, flowers, fruits, leaves, rhizomes, plants) infusions, macerations, distillations and extracts have been added together with a varying amount of water, sugar and caramel.

ABV can vary anywhere from 15% to 40% or more and the bitterness spectrum is similarly very broad, from mellow, citrus, and fruity bitter-sweet to aggressively dry, herbal, medicinal, and metallic forward bitterness.

It is important to note that, although most of the herbs and plants used in the production of Amari are very similar to those used to manufacture Angostura, Peychaud's and aromatic bitters, the resulting beverages are very different.

The key distinction is that Amari are readily potable and suited for consumption, while cocktail bitters must





be combined with other beverages and only used in drops or dashes to be palatable.

Ultimately, an Amaro is a liqueur containing bitter agents, and in which the bitterness can be more or less prominent.

Amari owe much of this to their origins in ancient monastic medicines, and have claimed an interesting place in drinking culture since the advent of modern medicine sidelined their original purposes.



# THE AMARO CATEGORY

**l'uomo e la sua metà...**

bevono insieme  
un punto di amaro e mezzo di dolce!



**PUNT E MES**

aperitivo\* digestivo

\*ben freddo

**FERNET-BRANCA**

SPÉCIALITÀ DEI  
FRATELLI BRANCA di MILANO



APÉRITIVO

DIGESTIVO

**IL RE DEGLI AMARI**

As mentioned, the term Amaro refers in the majority of cases to Italian-made products, houses and brands.

Having said that, it is undeniable that for centuries, several other countries and cultures, across western and central Europe, have had their fair share of bitter herbal Amaro-like liqueur making. Jägermeister, Becherovka, Unicum and Gammel Dansk are just some top of mind examples.

To top this all off, from an Italian cultural perspective,

# CYNAR

AMARO APERITIVO

# CYNAR

A BASE DI CARCIOFO

# CYNAR

we can identify yet another vast subcategory of amaro: the one that includes the likes of Aperol, Campari and their similar surrogates. Italians traditionally refer to these as Bitter Aperitivi.

They are essentially made in the very same way, but on the other hand these tend to be coloured with bright orange or red pigments, they often express a more delicate bitterness and highlighted citrus forward flavour, and surely don't include the addition of burnt sugar.



Just as a quick reminder, do not forget that Bitter  
Aperitivi were born by the Gaspare Campari's  
inspiration from North European Bitter liqueurs, made  
with a lower Abv. to have them more approachable  
throughout the day and at the moment of the  
Aperitivo.

So, what have we learnt so far? Amari and Bitters are  
essentially the same thing, but does that leave an  
open question?

Which of those are Aperitifs and which of those are  
Digestifs instead?



# **APERITIVO OR DIGESTIVO?**



A plausible conclusion is that both Amari and Bitters belong to a bigger category, that encompasses herbal and bitter potable liquid preparations created from bases of either wine or spirits.

But, this leaves us with a fundamental question: which of these are to be considered purely a pre-dinner beverage APERITIVO and what products are instead destined to help settle the stomach after a satisfactory meal DIGESTIVO?

One thing is absolutely clear, there's no simple answer.





## DID YOU KNOW

Aperitivo a [usually] alcoholic beverage that stimulates the appetite, and prepares the stomach for food intake. From the Latin word "Aperire" [translates: to open] the word aperitivo can be used to describe a group of bitter-sweet herbal products, and a series of mixed drinks and cocktails prepared with these products, but more importantly - from a social and cultural standpoint - the word connotes a

specific time of the day.

The designated timeframe generally coincides with the end of the work routine and the beginning of a relaxed evening. It's not just the drink, it's the moment.

Digestivo: in a similar way, the word digestivo comes from Latin "digerere" [translates: to distribute or to exit]. It ideally represents and describes a group of products - a collection of bittersweet drinks - and ultimately the actual ritual of imbibing a bitter herbal liqueur in order to facilitate digestion or to close off a meal.

Since the inception of Amari and Bitter Aperitivi in the late second half of the 1800's, during which - with the advent of modern medicine - the general population moved away from the Botanical Elixirs typically sourced from the Apothecary and the Pharmacist, there has never been a specific detailed functional demarcation between:  
**APERITIVO and DIGESTIVO.**

In short, they were always considered the same thing. More specifically, they were treated as belonging to a bigger family of products that could serve both remedial and functional purposes.

Consider this: most Amari can be served long with soda, and they will become a light and refreshing pre-dinner proposition.



Another interesting example is Cynar, which was originally invented as an Artichoke Aperitivo but marketed through the 60's and 70's as both Tonic and a Digestivo (The same goes for dozens of other products including Fernet Branca and Punt e Mes). Many of the classifications of these beverages as digestivo date from marketing campaigns in the late 1980s.



Some would speculate that when mixed, the final ABV of the cocktail or drink could give an indication of the appropriate beverage service occasion. A longer, lower ABV drink is generally allocated to the aperitivo moment, while a shorter and stronger drink is, at least hypothetically, a moreish after dinner treat. But this interpretation has been proven wrong on multiple occasions.



Shorter, stronger drinks like a Manhattan, Hanky Panky, or a Negroni work beautifully as a pre-dinner beverage, and a cold serve of one of our Bitter Aperitivi can bring digestif aid with no problems whatsoever.

One thing is certain, Amaro is extremely versatile and can be served and enjoyed in many different ways.

Don't be imprisoned by the relatively recent - yet obsolete - classification of Amaro solely as a digestivo, but rather embrace all the subtle differences and diversity this liquid world has to offer, and let it stimulate your creativity.



# **HISTORICAL TIMELINE**



The first written reference to “herbal extraction” has been discovered in Egypt and dates to 1,600 BCE. The Ebers Papyrus Scroll is the earliest known medical text and features recipes that require infusions of bitter herbs - mainly in wine and beer - with the addition of honey.

In Ancient Greece, Hippocrates, the father of modern Medicine, together with Theophrastus and Dioscorides, used herbal infusions in wine to extract the botanicals' active principles.

These were later called Hippocratic Wine.

In Ancient Rome, Pliny the Elder, Galen of Pergamon and the Galenic school of Medicine (in 1st and 2nd century CE) used bitter herbal infusions in medicaments, but they would rarely add any sweetener.

The Schola Medica Salernitana in Salerno, in the south of Italy, achieved an important milestone by significantly improving the distillation process.

Around 1,000 CE, working to extract active principles from officinal plants they took their distillation practice inherited from the Arabic world to the next level. They also designed the first botanic garden seen in southern Europe.



In the 16th century, the concept of Quintessence was brought to life by the alchemists: "Quintessence is a substance that may be physically extracted from any plant or from all that which has life, ridden of all impurities".

These are the times during which many apothecaries

and alchemists became obsessed with discovering the mythological philosopher's stone, and spent their lives on these distillations and purifications.

Distillation was commonly used to extract the spirit of things and separate that essence from all other impurities.

In the 17th century, the use of sweeteners to make medicinal wines drinkable and more palatable became a staple practice. In 1747, Andreas Magraff, a German chemist, was the first to crystallise sugar from beets.

In 1820, Joseph Calventou successfully managed to isolate Quinine from the bark of Chinchona trees.

Towards the mid 1800's, Herbal Liquors slowly became obsolete as a form of medicine, as people started to realise that the Elixir of Life doesn't work.

"Il Manuale Pratico Per la Fabbricazione di Liquori", the Practical Manual of Liqueur Making written by Napoleone Marinoni appeared in the 1890s and



provided the first written reference to what we refer to as AMARO nowadays.

In 1897, Luigi Sala published "Il Liquorista Pratico", listing the category of Amaro for the first time. A recipe for an Alpine style of Amaro was also featured.

The 19th century represented the golden age of liqueur making and many new styles and varieties flourished around Italy (or at least around the Italian regions and provinces), showcasing its diverse regions and traditions.



Post WWII in the mid 20th century, a refreshed focus on better lifestyle and improved wealth conditions allowed the Italian population to enjoy richer meals, eating more protein based meals to celebrate Italian cuisine and forget recent famines.

This in turn popularised the need for digestive liqueurs.

With the advent of radios and televisions in bars before any common household could afford one, socializing over an Amaro after dinner became a common practice across Italy, slowly switching from a consumption in a purely curative functional context to one of relaxed hospitality. Soon after WWII, Amari were removed from sale in pharmacies and began to be found in popular bars and cafes.

This strong heritage in bitter herbal medicine still echoes today in the symbol for pharmacy and apothecary: the drip of snake's venom in that symbol evokes the bitterness of herbal cures and reminds us of the "poison that cures".

# AMARO REGIONALITY

CAMPARI ACADEMY





Historically, bitter liqueurs are found all over the world, especially in Europe. There are many cultures with strong liqueur-making traditions and some of them have extremely good bitter and Amaro liqueurs. There are notable examples in Germany, Denmark, Hungary, the Czech Republic, and the Netherlands.

None of them though, have such a variety of styles as the "Bel Paese".

Italy has the largest, richest, and most diverse range of Amaro in the world. There are many different factors that created this unique scenario deriving from their heritage as expressions of their source location.

# **GEOGRAPHIC & CLIMATIC FACTORS**

Italy's unique shape and location in the Mediterranean basin, protected by a high mountain range in the north, and with a lower ancient range of mountains forming a spine from north to south running fairly close to the shoreline - with environs from sea level to over 4,000m within a relatively limited space - creates a stunning range of climate conditions.



As a result of such diverse topography we see a range of diverse micro-climates throughout the country, from mountains to plains, lakes, seashores, all with different temperatures, levels of humidity, wind, and rainfall.

This great range of microclimates has had a huge effect on BIODIVERSITY. The same family of plants have developed different species in each different microclimate, adapting to different conditions, creating dozens of biotypes.

And, the greatest effect of this particularity on our Amari and the flavours that make them, is that the same plants have evolved in these regions to taste very differently in each different microclimate.

We see this most evidently in the recognition of the regional excellence of Juniper from Tuscany, Wormwood from Piedmont, and Lemons from Sicily.



There's a clear distinction between amari from the north that showcase the balsamic aromas of mint, aniseed, mountain herbs, cloves, with a more bitter and less sugary taste, ideal for balancing a fattier cuisine, already high in calories; and the southern amari which showcase strong citrus aromas, top notes of orange and lemon zest, a darker and spicier flavour profile and a higher sugar content, which complements a cuisine of lower fats and calories.



# **HISTORICAL & POLITICAL FACTORS**





As we previously mentioned, distillation was perfected in Salerno around 1,000 CE, and since then the knowledge of flavour extraction in high alcohol solutions and through distillation changed the way we could use and incorporate flavours into alcoholic drinks.

We now had Aqua Vitae, the “water of life”.

In Italy, three main liqueur making traditions really distinguished themselves: Turin, with its Vermouth and Rose Oils; Florence, also known for Rose Oils, but more so for Alchermes and Ratafia; and Venice, where the best Aniseed was found and where it was common to make Theriac, an ancient recipe used as a “cure all”.





Prior to the unification of Italy in 1861, Italian soil was a patchwork of kingdoms, dukedoms, and smaller states.

In addition, many other European states tried to annex the wealth of the peninsula.



The many changes of ruler and government took a huge toll on the population both in the north, but particularly in the south.

This changes of leader and government reinforced the need of local culture and traditions as way of reaffirming identity.

We see this expressed well in the myriad varieties of recipes that were handed from father to son, down the generations, often only through word of mouth and by customary practice due to the illiteracy of the general population.

This is part of what some of us refer to as 'Human Terroir', or layers of regional, cultural, and family traditions which influenced the treatment of local herbs and roots, and the combinations of local flavours.

It's such a powerful force that contributes to making every Amaro unique.

# RELIGIOUS FACTORS

The religious influence of the Catholic Church has always been very strong in Italy, and it manifested itself locally through the influence of the many religious orders of monks and friars.

These groups once contained the only literate people known to the local populations, and so they became the knowledge keepers as they recorded local traditions.

Because of their Ora et Labora life style ("pray and work") they also helped with the improvement and diffusion of distillation of herbal medicines.



**AVERNA**

**CAMPARI ACADEMY**



Amaro Averna was not just loved by the Siciliani, but also garnered widespread adoration from some of the most important people in Italy thanks to Salvatore's son, Francesco, and his great work promoting the brand in the late 1800's.

On two separate occasions Averna was recognised by the Royal House of Italy: firstly in 1895 when King Umberto I appointed Amaro Averna as a product of Royal distinction for the island of Sicily signified by





the Royal Crest on its labels, and secondly in 1912 by King Vittorio Emanuele III granting a Royal Warrant to Amaro Averna, making it an official beverage supplied to the House of the King of Italy.

Amaro Averna was also ahead of its time when, after his untimely death in the early 1900s, Francesco's wife Anna-Maria assumed management and control of Distilleria Averna and became a trailblazer as one of the first females in Italy to oversee a company.

Hailing from the beautiful island of Sicily and starting its life as a gift from a Capuchin Friar of the Abbazia di Santo Spirito on his deathbed, Amaro Averna is now seen as the quintessential amaro. Sold by Don Salvatore and his family in the Caltanissetta region of central Sicily from 1868, it proved to be a very successful gift for the family and allowed four generations of Familia Averna to make Caltanissetta known around the globe.



# AVERNA

- Averna extract preparation in Caltanissetta
  - Liqueur processing in Canale d'Alba (Averna Classic and Don Salvatore)
- Don Salvatore aging (18 months) in Caltanissetta
- Bottling (Classic and Don Salvatore) in Canale d'Alba
  - Averna Classic: 29% ABV
  - Don Salvatore: 34% ABV



## INGREDIENTS



Lemon & Bitter Orange  
Essential Oils



Pomegranate  
Peels

## TASTING NOTES

### NOSE

#### CLASSIC

Opening citrus notes mixed with scents of Mediterranean herbs such as myrtle, juniper, rosemary, sage and aromatic resins.

#### DON SALVATORE

Warm and enchanting wood notes mixed with scents of spices and dried fruits such as figs, berries and plum, and a hint of licorice

### APPEARANCE

#### CLASSIC

Deep brown with red golden hints.

#### DON SALVATORE

Deep brown with red golden hints.

### AFTERTASTE

#### CLASSIC

Soft bitter and smooth.

#### DON SALVATORE

Mild toasted wood finish with a pleasant long lasting smoothness

### AFTERTASTE

#### CLASSIC

Opening citrus notes mixed with scents of Mediterranean herbs such as myrtle, juniper, rosemary, sage and aromatic resins.

#### DON SALVATORE

Pleasant alcoholic warmth, velvety licorice and spiced notes ending with resin and mediterranean maquis memories.

# **PRODUCTION PROCESSES**

## AVERNA CLASSIC



## AVERNA DON SALVATORE



### RISERVA vs STANDARD

- ABV 34% vs 29% for a pleasant alcoholic warmth, and more structured.
- Aged for 18 months in small oak barrique previously filled with grappa for a warm and enchanting wood notes, velvety liquorice mixed with scents of spices and dried fruits.

# **AVERNA**

# **THE KEY BOTANICALS**



# LIMONE DI SIRACUSA I.G.P.

CITRUS × LIMON



Limone di Siracusa I.G.P is the largest crop of cultivated protected citrus in the EU.

There is a higher concentration of essential oils in this specific cultivar, potentially as a result from the volcanic influence of Etna.

Lemons made their way to Sicily and southern Italy thanks to Arab Traders around 200 C.E.

Like tomatoes, lemons were used primarily as an ornamental fruit up until the 15th century.

During the 1880s, lemons were so highly sought after that it helped propel a little group called the Mafia into a position of great wealth and influence.

# POMEGRANATE

## PUNICA GRANATUM



One of the most referenced fruits throughout all major religious texts, artworks, and iconography.

The name Pomegranate comes from the Latin words Pomum (apple) and Granatum (seeded); in French, it is called Grenade and gives its name to the military weapon.

Leathers were dyed with highly concentrated extracts from the peels throughout the Middle East. It was first seen in the Roman Empire around 700 BCE when introduced by Carthage.

As it was also a symbol of virility throughout the ages, there is modern evidence to support that chemical compounds found in the peels can assist with male infertility and erectile issues.

**BRAULIO**

**CAMPARI ACADEMY**





You find the magnificent Valtellina valley nestled in the Alps in Lombardy in the north of Italy.

The small town of Bormio developed in the heart of a natural park that protects this unique place: that is extremely rich in culture and charm.

Today renowned for the natural hot springs and for hosting the Alpine Ski World Cup, Bormio is also home of Amaro Braulio.

The recipe for Amaro Braulio was conceived in 1826 by Francesco Piloni, a pharmacist and herbalist, who was experimenting with local Alpine botanicals to create an Amaro using herbs and roots that he would hand



forage in the district, up in the Alps, and that recipe remains a well-guarded secret. He decided to pay homage to the mountains, naming his creation after Mt Braulio.



The hydro-alcoholic infusion is today made by Edoardo Tarantola Pelsoni, carrying on the family tradition and remaining faithful to the passion for mountain herbs and flowers, with production still taking place in the Pelsoni factory in Bormio.



The herbalist approach is still alive through the care with which the botanicals are crushed instead of milled and through the traditional and hands-on craft that Edoardo fosters.

Amaro Braulio is aged for at least 15 months in huge Slavonian Oak barrels in the family cellars, located in a series of Medieval underground tunnels, that lie underneath Bormio's streets, a process unique to Amaro Braulio.

When walking through the town's alleys, or while ordering Bresaola at the local butcher's shop, you'll be walking over the world's entire stock of Braulio.



# BRAULIO

BORMIO  
AMARO ALPINO

- Braulio and Braulio Riserva extracts preparation in Bormio
  - Liqueur processing and aging in Bormio
- Bottling (Classic and Riserva) in Canale d'Alba
  - Braulio Classic: 21% ABV
  - Braulio Riserva: 24.7% ABV



## INGREDIENTS



Gentian



Wormwood



Musk Yarrow



Juniper

## TASTING NOTES

### NOSE

#### BRAULIO

Notes of wood and roots, from which gentian root stands out, rounded out with refreshing fragrances of juniper and aromatic herbs and wormwood on the finish.

#### BRAULIO RISERVA

Pleasantly alcoholic with intense notes of green grass and resins, along with roots and woods aromas rounded out through resting in slavonian oak barrels.

### APPEARANCE

#### BRAULIO

Amber brown with reddish hints.

#### BRAULIO RISERVA

Deep amber brown with reddish hints.

### AFTERTASTE

#### BRAULIO

Full-bodied and persistent aftertaste with delicate bitter notes of gentian root and wormwood.

#### BRAULIO RISERVA

Silky and fresh aftertaste with pleasant and persistent bitter notes.

### AFTERTASTE

#### BRAULIO

Robust and intense taste of herbs and essential oils, followed by classic notes of wood and roots, and ending with a pleasant bitterness.

#### BRAULIO RISERVA

Balsamic and intensely refreshing taste of infused herbs, berries and roots rounded through resting in oak barrels.

# **PRODUCTION PROCESSES**

# BRAULIO CLASSIC & RISVERA



BOTANICAL MIX  
BOTANICAL MIX  
EXTRACTION  
• ALCOHOL  
• WATER

MACERATION IN  
HYDROALCOHOLIC  
SOLUTION  
MACERATION  
EXTRACTION

• WATER  
• SUGAR  
• BURN SUGAR  
LIQUER  
BLENDING



## RISERVA vs STANDARD

- ABV 24.7% vs 21% for a more intense aroma with a milder filtration that creates a slightly denser liquid.
- Rested in smaller slavian oak barrique for 24 months allowing product to breathe & flavours to blend together ending with aging notes.



# **BRAULIO**

# **THE KEY BOTANICALS**

# MUSK YARROW

## ACHILLEA



Yarrow is a flowering perennial plant from the Asteraceae family that grows up to a metre in height.

It can grow from sea level up to 2,300m above sea level, making it one of the rare forms of vegetation present above the tree-line and up to glacial limits.

Harvested when the plant is flowering, its aerial parts are used for bitters and highly aromatic infusions.

Like all plants, while flowering, the highest concentration of nutrients and perfumes are in the flowers.

Its smell is reminiscent of a cross between white flowers and anise.

The mythological history of Yarrow is reflected in its Latin name, *Achillea*, named for Achilles, the legendary Greek warrior, who used Yarrow to heal his soldiers' wounds in battle.

Used from ancient times for its lifesaving property of stopping blood flow from a wound, it has been even found in a grave at a Neanderthal burial ground.

Yarrow is very well regarded in healing magic practices and it's considered a bearer of lasting love.

Yarrow magic is the magic of careful creation and lasting endurance. In astrology, Yarrow is considered to be feminine and is associated with Venus.

Its element is Water.

# GENTIAN

## GENTIANA LUTEA



Gentian is an herbaceous, perennial plant, native to the mountains of southern and central Europe and can grow at an elevation of up to 2,000m above sea level.

The plant's family consists of about 400 species. They are notable for their mostly large, trumpet-shaped flowers, which are often of an intense blue.

The whole plant is extremely bitter, and the roots are often used as a flavouring agent in beverages.

Its flavour is known as 'pure bitter'.





Historically, the plant was used medicinally, and it appears in many proprietary medicines and tonics.

Gentian violet was used widely as an anti-fungal treatment.

The rhizome is harvested in the spring or autumn from mature plants, cleaned without using water, chopped into pieces and sun-dried.

Bitter compounds do not evaporate through distillation, so Gentian is mainly used in infusions, macerations, or decoctions.

# WORMWOOD

## ARTEMISIA ABSINTHIUM



Wormwood is the common name for many plants in the *Artemisia* genus, which has 200 - 400 named species.

The plant got its name from the Greek goddess Artemis, who is the protectress of the forest, children, women and hunters.

Mentions of Wormwood can be found throughout literature, from the Bible to Shakespeare.

*Arthemisia absinthum* is an herbaceous, perennial plant, with fibrous roots and an extremely bitter flavour.





Wormwood was historically used medicinally and today is a common flavouring agent in liqueurs, being the key ingredient in Absinthe, Vermouth, and many Amari.

Vermouth is the French pronunciation of the German word 'wermut', or wormwood.

Wormwood contains a compound called Anethol, whose oils are highly hydrophobic.

When an alcohol with a high concentration of Anethol is diluted with water, its oils emulsify and create a cloudiness called Louche.

**CYNAR**

**CAMPARI ACADEMY**





Cynar is a beautifully distinctive and versatile Amaro. Its taste is enriched by an infusion of 14 herbs and plants of which artichoke is the protagonist and the only 'known' ingredient.

The name of the drink derives from Cynar Scolymus, the botanical name for artichoke, or Cynarine which is the acid, the active ingredient extracted from the leaves.

The recipe was developed by Rino Pinton, the chief of production at the Pezziol distillery for Venetian entrepreneur playboy Angelo Dalle Molle who released the product in 1952 with the tagline 'CYNAR - Against the stresses of modern life'.

Rumour has it that he chose the artichoke for its aphrodisiac properties. Angelo was a well-known man-about-town, fathering six children with six different women and - at the age of 80 - marrying his secretary who was 40 years younger than him.





## DID YOU KNOW

Not only a savvy business man, Angelo was highly regarded for being a patron of the arts and a utopian philanthropist.

A forward thinking 'early adopter', Angelo believed that technology should be used to improve the quality of human life so much so, that he oversaw the design and production of over 200 electric cars.

These cars were put to use as taxi cabs, vans, and as an ambulance in Vicenza - he was the Elon Musk of Italia in the 50's!!



● CYNAR CLASSIC

● CYNAR 70 PROOF



- Cynar extract preparation in Novi Ligure or Sorocaba
- Cynar processing in Novi Ligure, Sorocaba, Capilla del Señor
- Cynar 70 proof processing in Novi Ligure; Capilla del Señor TBD

## INGREDIENTS



13 Secret Herbs



Artichoke Leaves

## TASTING NOTES

### NOSE

**CYNAR STANDARD**  
Typical herbal complex rounded by bittersweet notes, gently, alcoholic.

**CYNAR 70 PROOF**  
Lively alcoholic with a twist of complex notes.

### APPEARANCE

**CYNAR STANDARD**  
Deep amber brown with reddish tones.

**CYNAR 70 PROOF**  
Deep amber brown with reddish tones.

### AFTERTASTE

**CYNAR STANDARD**  
Pleasantly persistent woody and caramel bittersweet.

**CYNAR 70 PROOF**  
Persistent gentle bitterness with woody, dry fruits and caramel memories.

### AFTERTASTE

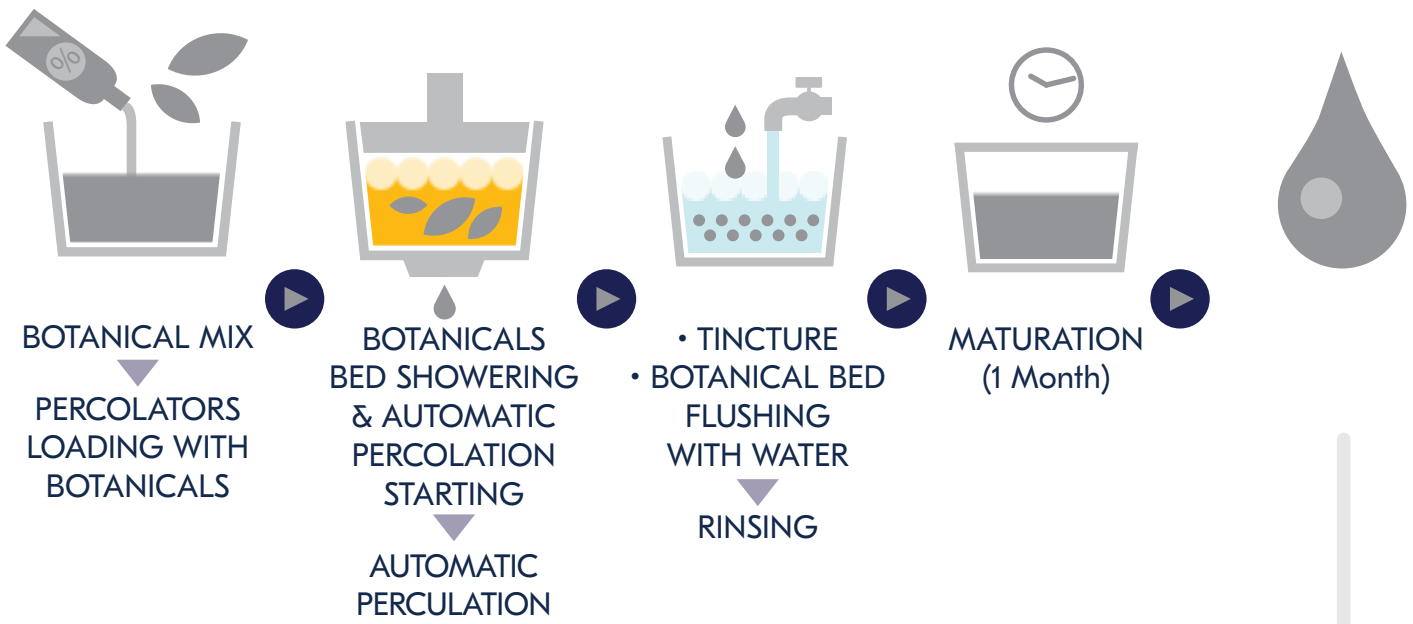
**CYNAR STANDARD**  
Cynar is a bittersweet liquid that carries peculiar herbal notes, including artichoke memories, married with dried fruit hints rounded by caramel smoothness.

**CYNAR 70 PROOF**  
Pleasant alcoholic warmth with a surprisingly rounded taste, smooth herbal complex bittersweet notes, typical of cynar.

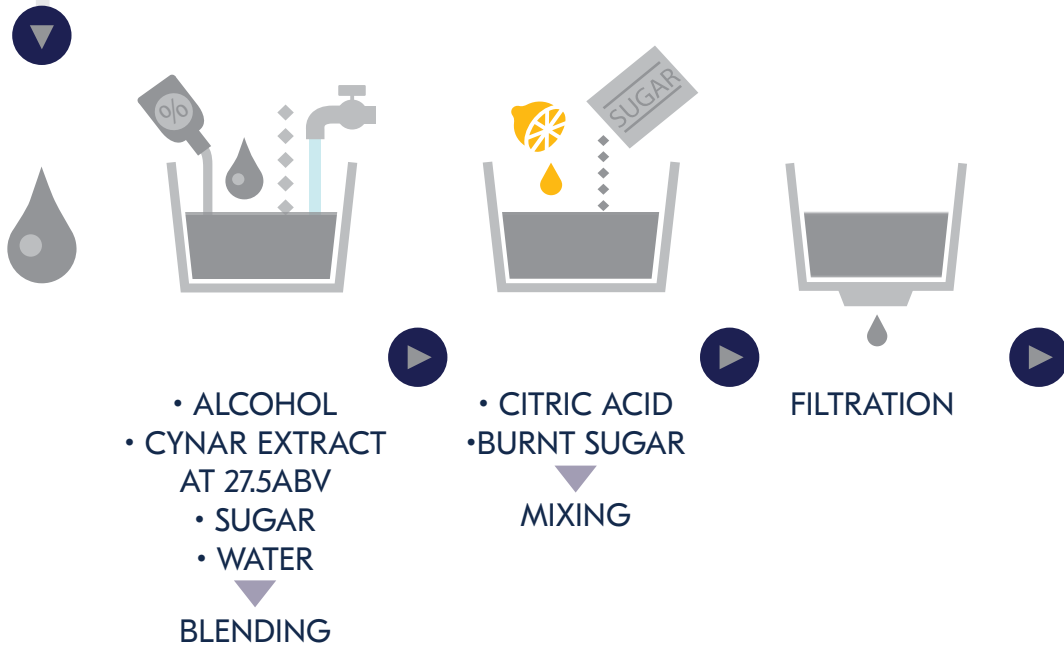


# **PRODUCTION PROCESSES**

# EXTRACT PRODUCTION



# CYNAR CLASSIC & 70 PROOF



## 70 PROOF vs STANDARD

- ABV 35% vs 16.5% for a richer composition & rounded taste.
- A different balance in the ingredients mix creates a richer taste and a velvete texture being perfect for mixology as protagonist in cocktails.

# ARTICHOKE

## CYNARA SCOLYMUS



Artichokes originated from a predecessor, the Cardoon, largely cultivated by Egyptians, Greek and Romans. Both Artichokes and Cardoons spread across Europe in the 1500s.

Recent research shows that it may stimulate bile production, protect the liver, and lower cholesterol levels.

CYNARYN is its active compound, mainly found in its leaves.

Similarly to the Miracle Fruit (DR KARL anyone?),



it can play a commonly-known trick on our taste buds. It temporarily suppresses our sweet receptors so that the next bite of food or sip of water will taste oddly sweeter than normal.

This is one of the reasons it is extremely difficult to pair Artichokes with wine, while its strange bittersweet DNA makes it perfect in a cocktail.



Dehydrated Artichoke leaves can be made into a very aromatic tea.

Artichokes are one of the oldest foods known to humans.

Italy is the world's largest producer of artichokes.

Artichokes are ranked number one over all other vegetables when it comes to antioxidant levels, including anti-inflammatory compounds.

Globe Artichoke is a variety of a species of the thistle family.

Artichoke is said to be a strong aphrodisiac.

Marilyn Monroe was named Castroville, California's first Artichoke Queen, in 1947.

# **BOTANICAL FLAVOUR EXTRACTION TECHNIQUES**

A QUICK REFERENCE  
GUIDE

# INFUSION

Infusion is the process of extracting chemical compounds or flavours from plant material in a solvent such as water (most common solvent utilised), oil or alcohol (many Amari use a n hydro-alcoholic solvent at different ABV levels), for a definite period of time, by allowing the material to remain suspended in the solvent.

Infusions are generally prepared warm, over a quick period of time (minutes / hours) for immediate use, as preservatives are absent.

Soft tissue botanicals usually undergo this technique (petals, leaves etc).

# DECOCTION

Decoctions are prepared in a similar manner to that of infusions, but the ingredients are boiled in water for a specified period of time or till a definite volume is attained.

Decoction is usually the preferred method when the preparation involves more fibrous, tougher, hard plant parts like roots, barks, woods etc. and which have water soluble chemicals.

There are two main different ways of decoction.

The first involves the boiling of the mixture for a long period of time. This method is perfect for extracting flavours and desired profiles from bark materials.

A longer boiling time, sometimes up to two hours and above, is necessary to break down, soften and extract the desired compounds.

Alternatively, a form of decoction can involve bringing the mixture from room temperature to a boiling point and then allowing the botanical mixture to steep overnight and strained for use.



# MACERATION

Maceration is preferably used with volatile or thermal instable products. It is a cold extraction of a material in a solvent. For centuries, maceration was a popular and inexpensive way to get essential oils and bioactive compounds from plants.

Higher ABV hydro-alcoholic solutions or pure plant based ethanol are generally preferred for macerations. The variables are the coarseness and exposed surface of the botanical material, the ration of botanical material to liquid solvent and obviously the time of maceration.

Days, weeks and months are at times allocated for full extraction, sometimes followed by a "straining and pressing" process to recover liquid trapped into the botanicals, which is generally further blended to the original extract.

# PERCOLATION

A truly exhaustive extraction process. Percolation is generally used when the mean diameter of the feed material increases.

Generally, a suitable form of botanical material is packed in a percolator and the solvent is allowed to “percolate” through it.

If the botanical placed in the percolator is too dry, it will immediately swell up in contact with the solvent, due to liquid absorption and thus affecting the drug leaching process.

Also interestingly, if a too fine powder is utilised it may risk running down the device and it will “choke” the pores.

These bottlenecks are generally avoided by pre-leaching the botanicals with the desired solvent (hydro-alcoholic solution), a process called imbibition.

A key of success for a good percolation is even packing and distribution of the different layers.

Next fundamental steps will be the soaking of the botanical bed with the solvent for 24 hours or so with a closed "outlet", followed by the opening of the "tap" while steady stream of solvent is constantly poured through the bed for a specific time. The bed is never left in contact with oxygen as it may risk drying out.

# DISTILLATION

Steam Distillation is the most popular method used to extract and isolate essential oils from plants for use in natural products. This happens when the steam vaporizes the plant material's volatile compounds, which eventually go through a condensation and collection process.

A large still, which is usually made of stainless steel, containing the plant material has steam added to it. Through an inlet, steam is injected through the plant material containing the desired oils, releasing the plant's aromatic molecules and turning them into vapor.

The vaporized plant compounds travel to the condenser. Here, two separate pipes make it possible for hot water to exit and for cold water to enter the condenser.

This makes the vapor cool back into liquid form.

The aromatic liquid by-product drops from the condenser and collects inside a receptacle underneath it, which is called a Separator.

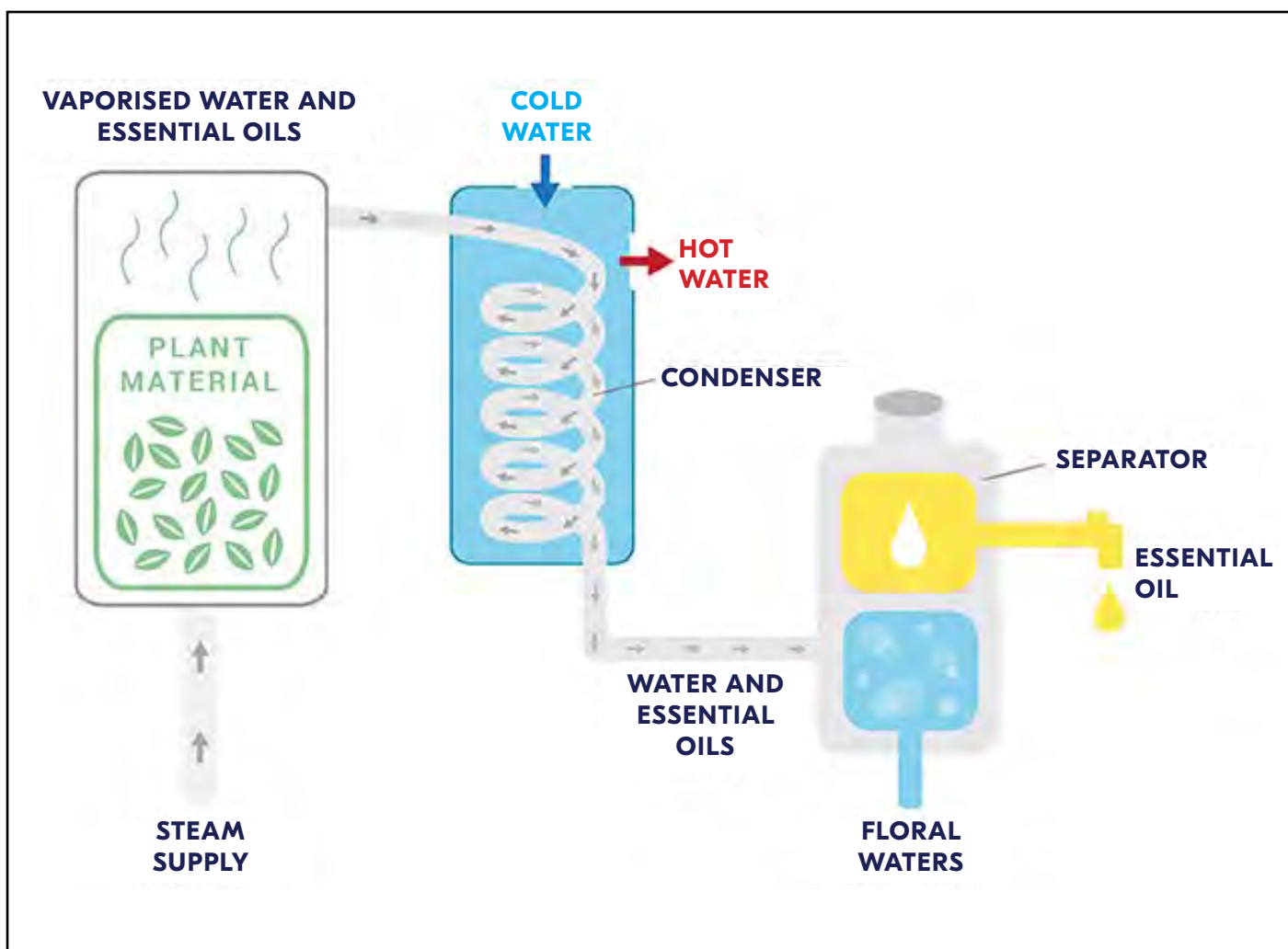


Because water and oil do not mix, the essential oil floats on top of the water.

From here, it is siphoned off.

(Some essential oils are heavier than water, such as clove essential oil, so they are found at the bottom of the Separator.)

Note that bitter compounds are never carried across through distillation, while molecular compounds like anethol are.



# ENFLEURAGE

Despite the introduction of several different modern extraction techniques and processes for volatile components, the old fashioned traditional technique of enfleurage still plays an important role.

The principle is quite simple. An inherent property of fat which is used in this procedure is that it possesses a high power of absorption, and when brought in close contact with fragrant flowers, it readily absorbs the perfume emitted by the sample.

The success is quite dependant on the quality of the fat to be used. It must be odourless and of proper consistency. If too hard the blossoms will not have sufficient contact, limiting its absorption power,. However if the corps is too soft it will tend to absorb the flowers. These will "stick" to the fat when removed, hence resulting in a smaller yield, shrinkage and loss of corps. Semi hard consistency is best for aroma absorption and ease of removal.

The enfleurage process can be done either "hot" or "cold." In both instances, the fat that is saturated with fragrance is called "enfleurage pomade."

## **COLD ENFLEURAGE**

Highly purified and odourless vegetable or animal fat, usually lard or tallow, is spread out over glass plates in a frame called a chassis and is allowed to set.

Fresh flower petals or fresh whole flowers are then placed on top of the layer of fat and pressed in. They are allowed to set for 1-3 days or for a couple of weeks depending on the flowers that are used. The final product is the enfleurage pomade: the fat and the fragrant oil. This is washed with alcohol to separate the botanical extract from the remaining fat, which is used to make soap. When the alcohol evaporates from this mixture, the "absolute" is what is left over.

## **HOT ENFLEURAGE**

The only difference in this process is that the fats are heated.

# AMARO COCKTAILS

CAMPARI ACADEMY



# SICILIANO



**By:** Stefano Catino & Andrea Gualdi - Maybe Group

60ml **Amaro Averna**  
120ml Fluffy Pineapple juice

### **METHOD**

Juice pineapple through a fast centrifuge to aerate liquid, build ingredients in a highball over ice.

### **GLASSWARE**

Tall Collins / Highball

### **GARNISH**

Pineapple leaves

# FRANKIE'S FIZZ



**By:** Tristram Fini - Campari Academy Brand Ambassador

45ml **Amaro Averna**  
20ml Coconut Syrup\*  
30ml Lemon Juice  
15ml Pomegranate Juice  
90ml Carbonated Coconut Water

## **METHOD**

Build and add ice

## **GLASSWARE**

Tall Collins / Highball

## **GARNISH**

Mint springs and toasted coconut dust

### **\*COCONUT SYRUP** (Makes 1000ml)

Toast 150g of coconut flakes in a dry pan until golden.

Add to 1000ml of 1:1 simple syrup.

Bring to a Simmer for 15min, put aside and let cool.

Strain into bottle/s and store for up to one month.



# LUIGI



**By:** Daniele Pirotta - Campari Academy,  
Advocacy and Engagement Manager

45ml **Amaro Braulio**

45ml Campari Bitter

## **METHOD**

Hard shake with plenty of ice, double strain

## **GLASSWARE**

Fancy Coupe

## **GARNISH**

Lemon peel oils, express and discard

## **DEDICATED TO**

Luigi Pirotta (1930 - 2011), born in Sesto San Giovanni, around the corner from the original Campari factory, a celebrated gelato artisan & bar owner, who served for years in the Alpini (mountain warfare infantry corps of the Italian Army).

# THROUGH THE ROOF 'N' UNDERGROUND



**By:** Luca Baioni - Campari Academy Brand Ambassador

45ml **Amaro Braulio**

10ml 1757 Vermouth Rosso Di Torino

15ml Alpine Falernum\*

10ml fresh lemon juice

20ml fresh Red Delicious Apple juice

## **METHOD**

Makes 10 drink batch - 1 Litre

Batch in a food grade container, clarify with 200ml fresh full cream milk.

Filter until clear, bottle, label and keep refrigerated.

Serve 100ml over a clear ice block.

## **GLASSWARE**

Rocks

## **GARNISH**

Thin strawberry coin

\* **ALPINE FALERNUM** (Makes 700ml)

In a jar, place

180ml unaged grappa

Zest of 9 lemons, finely grated

30 cloves (toasted)



45g fresh ginger (peeled and finely sliced)

45g walnut (toasted)

1 Red Delicious Apple (finely sliced)

3 star anise (toasted)

1tsp dry thyme leaves

1tsp dry mint leaves

1tsp black pepper, whole (toasted)

5 fresh strawberries (finely diced)

Shake well and leave to macerate for 24h at room temperature.

If you have access to a vacuum sealing machine, this maceration process would work best that way.

After maceration time; filter, squeezing the liquid out of all botanicals, then add

90ml fresh lemon juice

60ml Red Delicious Apple juice

420ml Simple Syrup (2:1)

Mix to combine

Bottle, label and keep refrigerated for up to a month.

# CYNARINO



**By:** Stefano Catino & Andrea Gualdi - Maybe Group

60ml **Cynar**  
120ml Fluffy Mandarin Juice

### **METHOD**

Juice mandarins through a fast centrifuge to aerate liquid, build ingredients in a highball over ice.

### **GLASSWARE**

Tall Collins / Highball

### **GARNISH**

Basil leaves

# CHRONIC TONIC



**By:** Jay Lambert - Campari Academy Brand Ambassador



45ml **Cynar**  
40ml Citrus & Chamomile - Tonic Oleo  
(cinchona bark tincture)\*  
120ml soda  
Dash Walnut bitters

## **METHOD**

Build and add ice

## **GLASSWARE**

White Wine Glass

## **GARNISH**

Chamomile Flowers

\*Tincture recipe adapted from "DIY TONIC"  
available on [www.onlybitters.com](http://www.onlybitters.com)

# REGIONAL FOOD & CUISINE

CAMPARI ACADEMY

**SICILIA**

# PANE, AFFETTATI E FORMAGGI



## **LA MAFALDA**

Durum Wheat serpentine shaped sesame seed bread



## **CAPOCOLLO DI SUINO NERO**

Made from the muscle running from the neck to the fourth rib of the pork shoulder. Suino Nero (Black Pork) is a prestigious native breed from Sicily.



## **PECORINO SICILIANO D.O.P.**

Origin-protected firm sheep milk cheese



# CAPONATA DI MELANZANE



## INGREDIENTS

500g eggplant, dice to 2.5cm

40g pitted Ligurian olives

15g pine nuts

20ml virgin olive oil

80g onion, dice to 1.5cm

80g celery, dice to 1.5cm

250ml tomato passata

5g sugar

25ml red wine vinegar

¼ bunch basil leaves

1 × 400g tin San Marzano tomatoes, rinsed, drained  
and crushed  
20g currants

## **METHOD**

1. Sprinkle eggplant with cooking salt & leave to drain for 2 hours. Squeeze lightly to remove the excess liquid.
2. Toast the pine nuts in the oven at 150°C until golden, approx. 7mins.
3. In a pan, over medium heat, cook onion, celery and olives in olive oil until soft, about 5mins.
4. Combine tomatoes, pine nuts, currants, vinegar & sugar to onion mixture.
5. Simmer for 10mins.
6. While tomato is simmering, deep fry eggplant until dark golden brown.
7. Once tomato is cooked, add basil and remove from the heat.
8. Fold through eggplant while tomato is still hot and let steep for 1 hour before serving.

# **LOMBARDIA (VALTELLINA)**

# PANE, AFFETTATI E FORMAGGI



## **LO PAN NER**

*The Black Bread Doughnut shaped rye bread*



## **BRESAOLA**

3 months air dried beef (Hip Tip/Loin Area)



## **BITTO**

D.O.P. Mountain Summer Cow's milk cheese



# PIZZOCCHERI ALLA VAITELINESE



## INGREDIENTS

300g pizzoccheri pasta

(make your own, or try [enoteca.com.au](http://enoteca.com.au))

150g Desiree potatoes, peeled and cut to 2cm dice

150g savoy cabbage in 1cm slices

80g Taleggio, diced

80g Fontina D'Aosta, diced

80g Reggiano, finely grated

80g unsalted butter

1 clove garlic, finely chopped

## **METHOD**

1. Pre-heat oven to 200°C
2. Bring a pot of water to the boil with a good pinch of salt.
3. Add potatoes and cook 3 minutes.
4. Add cabbage and pasta, cook about 10 minutes until pasta is almost cooked, drain.
5. While pasta is cooking, cook garlic in butter over low heat without any colour, set aside.
6. Drain pasta, cabbage, and potatoes.
7. Mix all prepared ingredients, butter and cheeses then bake in an ovenproof dish for 5-10 minutes to form a crust.
8. Serve immediately.

**VENETO**

**CAMPARI ACADEMY**

# PANE, AFFETTATI E FORMAGGI



## **CIABATTA VENETA**

White bread made from wheat flour, water, olive oil, salt, and yeast, created in 1982 by a baker in Verona.



## **SOPRESSA VICENTINA D.O.P.**

Aged salami, produced with pork, lard, salt, pepper, spices and garlic.



## **UBRIACO D'AMARONE DELLA VALPOLLICELLA**

Drunken Cheese - Pasteurized cow's milk cheese. Aged for 6 months and then dipped into vinasses and Amarone wine for 3 months. Further it is dried for 8 months.



# POLENTA PASTICCciata CON RAGÙ DI SAN MARZANO E STRACCHINO



## INGREDIENTS

### **Polenta:**

115g coarse polenta

750ml water

5g salt

30g unsalted butter

80g finely grated parmesan

### **Tomato sauce:**

½ brown onion, cut to 1cm dice

30ml virgin olive oil

2 × 400g tin San Marzano tomatoes, rinsed,  
drained & crushed  
10g garlic, finely chopped  
¼ bunch basil, leaves picked  
100g Stracchino

## **METHOD**

### **Polenta:**

1. Salt water and bring to the boil.
2. Add polenta in a steady stream, while whisking.
3. Turn down heat and continue to whisk until polenta starts to thicken.
4. Reduce heat to low and cover pot.
5. Cook 1 hour, whisking every 15 minutes.
6. Remove from heat and whisk in butter and grated parmesan.
7. Season to taste.

### **Tomato sauce:**

1. Over low heat, sweat onions in olive oil until softened, then add garlic and continue to sweat for 5 minutes.
2. Do not let the garlic colour, but it must lose its raw smell.
3. Add crushed tomatoes and simmer for 15 - 20 minutes.
4. Remove from heat, add basil, and stir.
5. Season to taste.

## **TO ASSEMBLE:**

1. Preheat oven to 200°
2. Pour a layer of polenta into the base of an ovenproof dish.
3. Spoon in half of the tomato sauce and crumble in half of the stracchino.
4. Pour another layer of polenta into the dish.
5. Spoon in the other half of the tomato sauce and crumble in the other half of the stracchino.
6. Top with the remaining polenta.
7. Run a spoon through the dish a couple of times, to create a 'ripple' of tomato through the polenta.
8. Bake until golden, 20 - 25 minutes.
9. Serve immediately.



# THANK YOU



The Campari Academy Team