

# **THE NEGRONI**

## **THE PAST, THE PRESENT & THE FUTURE**

WITH NAREN YOUNG

A Campari Academy Masterclass

**CAMPARI ACADEMY**

Created in 1919 in Florence, more than 100 years have passed since the creation of  
the **NEGRONI**.

In occasion of this important centenary (1919-2019), join guest speaker Naren Young and the Campari Academy Team, as we tour Australia dissecting the quintessential Aperitivo into its every element.

For the first time ever, we will deep dive into the untold details and the unexplored history.

We will debunk myths and challenge commonly accepted conceptions.

Let's face it, you've probably heard the Conte Camillo story before, but what else is there to discover?

What were people drinking in Firenze 100 years ago?

Did Legendary Bartender Fosco Scarselli - at Caffè Casoni - truly add an "equal part" of London Dry Gin?

Looking at our industry and into the future of it, we will embark in more conversation tapping into what truly makes a Negroni Twist?

What boundaries and guardrails do we challenge or accept?

Where do we stop?

Why should we stop?

We will examine the past, understand the present and discuss the future of what unmistakably is the most revered and beloved bartender's cocktail around the world.

Thank you for joining us in this journey through the last 100 years of Negroni and beyond, we hope you enjoy the stories, the drinks and our company!

The Campari Academy Team.

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CAMPARI ACADEMY

# FEATURES, MENTORS & GUESTS

To bring this session to life, and over 100 years of history, demystified legends and research to you, the Campari Academy team worked closely with the highest experts on the history of the Negroni:

Luca Picchi, bartender and author that spent most of his life researching about the drink and its background.

We also had the great support of Fulvio Piccinino, researcher, author, bartender and scholar, that helped us to shed light on the way drinking habits evolved from imbibing Vermouth, to mixing it in more complex cocktails.

Lastly, Naren Young took us his amazing experience from opening and managing World's Best Bar (at the time of writing) Dante NYC, where he helped establishing the Negroni to the highest level of cocktail making.

**DANTE N.Y.C.**

Caffe Dante has been a beacon for the community of Greenwich Village since it opened its doors in 1915.

Now a registered New York City landmark, this modest meeting house has always attracted people from all walks of life: famous actors, writers and musicians to the down at heel of the beatnik generation, all of whom have found solace in its relaxed & unpretentious environment.

A place where a cup of espresso, a warm smile or a friendly embrace epitomized life's simple pleasures.





Now in its latest incarnation as Dante, its new owners, all lifelong industry professionals and old friends, have breathed new life into this iconic space.



Its historical integrity and sense of community remain firmly intact, now complemented by an elevated selection of modern Italian cuisine, world class cocktails and an award winning bar program, helmed and curated by industry veteran and Sydney native, Naren Young.

In 2019, Dante won the highest recognition at  
The World's 50 Best Bars Award."

**NAREN YOUNG**

**CAMPARI ACADEMY**



Naren started studying classic cocktails at the tender age of, ahem, 15. Seriously, he did.

Over a 25 year career in the hospitality industry, Naren's skills have taken him around the world in various capacities: from training bartenders and consulting to tending bar at some of the world's finest cocktail establishments in Sydney (most notably the iconic Bayswater Brasserie at the height of its success), as well as some of the most critically acclaimed bars in London and New York.



Naren was once 'The Cocktail Guy' for the Avroko Hospitality Group in New York, creating and overseeing the cocktail programs at all five of their U.S properties. At the Tales of the Cocktail Spirited Awards in July of 2013, Saxon + Parole was crowned the 'World's Best Restaurant Bar', under Naren's guidance. It won the same award again in 2016. At those same awards held in July this year, Dante, the restaurant bar that Naren is currently in charge of, once again took home another big win in this same category.

Naren is also a well respected and widely published food and drinks journalist who has been nominated four times as one of the top four drinks writers in the world at those same Tales of the Cocktail Awards, held every year in New Orleans.

He is often quoted in the media as an authority on all things cocktail and spirit-related and he has made many appearances on television both in Australia and the US, presenting on Martha Stewart, Emeril Lagasse, the Food Network and NBC.

He currently splits his time between New York and Paris and now spends much of the year traveling internationally, speaking at most of the world's biggest bar shows, giving masterclasses to bar professionals and judging various global cocktail competitions.

When he's not on the road, you will find him regularly tending bar at his own establishment, Dante, which opened in 1915 in New York's historic Greenwich Village.



In its first year under the new ownership, Dante was ranked the #34 Best Bar in the World by Drinks International on their coveted and prestigious annual list. This year, they climbed to #16 on that list where they are also now placed as the fourth best bar in all of North America.

In 2016, Dante was also a final four nominee in the Tales of the Cocktail Awards for Best New American Cocktail Bar, while Naren himself was also a finalist for American Bartender of the Year and Drinks Writer of the Year.

In 2017, Dante was awarded the Best Restaurant Bar in America at Tales of the cocktail, while in 2018, Time Out voted them Best Bar in New York and crowned their famous Garibaldi as the Best Cocktail in New York.

For more on Naren, check out his rants on Twitter: @forkandshaker and his delicious Instagram account at that same handle.

**LUCA PICCHI**

**CAMPARI ACADEMY**



Luca Picchi was born in 1961 in Florence, Italy.

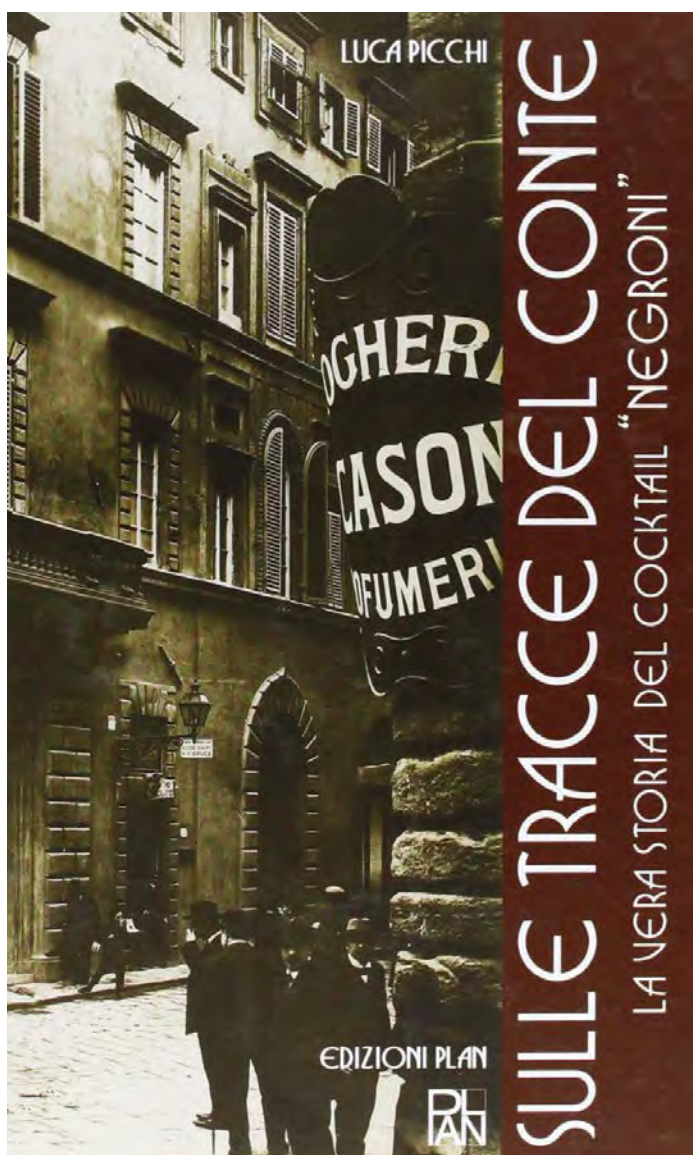
Following his high school years, Picchi made his way to Pisa to go to Veterinary college; there he studied biology, botanicals and chemistry, where he discovered and developed his keen interest and knowledge in the balance and harmony existing between natural ingredients.

Learning the ropes from the ground up, he soon started a career in line with his true calling as a bar back cleaning glasses, which developed into a 20-year stint.



Working his way through the ranks behind the bar, Luca developed his passion for cocktails and began his formal education in learning the art of mixology in 1993 at a bartending course.

In 1997, Luca Picchi opened his own cocktail bar and restaurant, before becoming head bartender at Caffè Rivoire in Florence, where he worked for 20 years.



Here, Luca started showing increasing interest in the origin and history of the Negroni, writing his first book in 2008, documenting the life of Count Camillo Negroni titled "Sulle Tracce del Conte: La Vera Storia del Cocktail Negroni" (Literally: On the Trail of the Count, The True Story of the Negroni Cocktail).

Luca Picchi is now chief barman at Caffè Gilli in Florence, and is said to “know more about the Negroni’s history than anyone else” according to Alice Lascelles in her 2015 List of Ten Cocktails for The Financial Times.

In 2015, Luca Picchi published a second book dedicated to the Negroni titled: “Negroni Cocktail. An Italian Legend” which propelled his career and further cemented his role as a Negroni expert.

Today, Luca continues to share his passion for Negroni cocktails, teaching masterclasses to blossoming bartenders, whilst continuously sharing the story of this historic drink, playing an important role in Campari N100, the global celebration of the centenary of the cocktail and Negroni week.

# AN INTERVIEW WITH LUCA PICCHI

*As a Negroni Expert, you have had a wealth of experience in the world of bartending.*

*What made you get into the industry?*

Very simply, I love to make cocktails. I love creating something and watching the enjoyment that the customer gets from that drink. There was not one precise moment that caused me to make the decision; I started from the bottom and worked myself up. At first, I worked in the kitchen of a bar and then moved to front of house because I loved the contact I had with people.

Bartending was not as skilled then as it is now, but it was elegant.

I developed a sense of hospitality and felt empowered through the communication with people. It is the charm of hosting which has kept me in this industry ever since.

*What made you write a book focused on the history of the Negroni and become the Negroni expert that you are now?*

When I was working behind the bar, I had the experience of meeting a number of bartenders and it became clear that despite everyone's understanding that the Negroni was created in Florence by Count Negroni, no one knew which era this was or even whether Count Negroni was a real person.

In 1998, I started my research to find out whether the legend was true. I started my mission in the registry office in Florence and asked for the names of Count Negroni and Fosco Scarselli.

After two hours of searching, I found that they were real people which marked the start of my research and I have not looked back since.

*In your opinion, what's the most interesting part of the history of the Negroni?*

That it was a mix of inspirations from both America and England which helped create the drink.

Count Negroni had lived in the US for a period and it was these experiences that inspired him the most for this creation.

From living the life of a cowboy and drinking in local taverns, he then moved to New York City (1899-1904) where the situation was very different.

New York was the capital of cocktails at the time, thriving with plenty of bars.

Most consumers were enjoying a new evolution of hosting and hospitality.

It was these factors, mixed with Count Negroni's English origins that made the use gin and not another white spirit his choice to create the Negroni cocktail.

## *What can you tell us about Count Negroni and Fosco Scarselli and how they are connected to the Negroni?*

Despite Fosco Scarselli being the bartender who's hands crafted the first Negroni cocktail, it was in fact Count Negroni who was the one most knowledgeable about cocktails. He asked Scarselli as his friend and bartender to make the drink under his specific instructions.

## *How do you know it was Campari used in the original Negroni recipe?*

At Café Casoni where the Negroni was created, I found the register of the invoices and orders made at the time and saw that the only bitter that they bought at the time was Campari. There were other bitters being made at the time, but the companies were not sophisticated enough to distribute the product across Italy, and Campari was also the only brand able to distribute as far as Florence, whereas other competitors were focused more in the north side of Italy.

## *What was happening in the world of Campari when the Negroni was created?*

At the time of the Negroni creation, Campari was an incredible organisation.

Davide Campari was an innovative entrepreneur and a master of his trade and had just opened the new factory to expand the business.

He then opened a new tram line from Milan city centre all the way to the new factory to help his workers get there easily.

It was this, combined with the high level of quality that has not faltered since its creation that has made it stand the test of time.

Campari's organisation across the twenties was perfect. Competitors had no chance against the superior quality of the first red brilliant medium alcoholic "Amaro" soon after called BITTER.

It was not a digestive liqueur but a stimulating  
“aperitivo liqueur” which was made it a  
game changer!

Davide Campari was a brilliant and dynamic business  
owner and was responsible for spreading his product  
outside Milan.

By the early Twentieth Century, North and Central Italy  
was covered by Campari brand.



## *Can you tell us how the Negroni captured Italy in 1919?*

When the cocktail was created, Count Negroni was a very mysterious man. He was intelligent and well-travelled and could speak four different languages, including English, Italian, Spanish and French.

Count Negroni was a trend setter of his time and was 1 of only 5 people that could drive in 1939. He was seen by all as a classy and creative man and as a result, the people of Florence wanted to be associated with him and would order the drink he had.

It wasn't just the people of Florence that were influenced by this.

At the time of the cocktail's creation, the city of Florence was experiencing the artistic movement known as Futurism, which was gaining momentum across the country.

As a result, many people were travelling from Milan and Rome which only allowed the trend to spread even further.

## *What are the best ways to enhance a Negroni?*

You can use vintage and beautiful glassware to serve your Negroni which pays homage to the time of its creation. As well as the classic taste experience, it is a sensation for the eyes.

Using the right skill and technique to make your Negroni will also create a more refined cocktail.

Take your time.

## *When did the Negroni become famous?*

Soon after the initial hype of the invention of the Negroni, Italy encountered a difficult time in its history after the 1930s with people not wanting to drink as many cocktails. However, after the end of WWII with people starting to re-enjoy their life, the Negroni cocktail had another resurgence in Rome.

In Rome after WWII the “normal way of life” for Italian people reblossomed again in Milan, Naples, Turin and other cities. People were in need of relaxed and easy moments in order to forget the disease of the war.

By the end of 40's and early 50's Italy started to witness an interesting period named “La Dolce Vita”. This period introduced a new lifestyle culminating with the arrival of Hollywood organisations to Rome to make big movie productions on smaller budgets. Cinecittà studios, a large space build by Mussolini 15 years earlier and very close to Rome attracted the attention of many American stars making Rome the perfect location to discover a new beautiful life.

With Negroni being the most famous Italian cocktail before WWII, this period breathed new life into the drink's popularity.

## *How was the Negroni cocktail perceived at the time it was created?*

At the time of its creation, the Negroni was seen as an aristocratic cocktail. In Bar Casoni, the home of its creation, the customers were seen as very important members of society such as politicians, artists and bankers making drinking a Negroni a statement that people wanted to be associated with.

## *In your opinion, what makes the Negroni stand out as one of the most iconic cocktails?*

The Negroni is a simple, classic cocktail - with only three ingredients, Campari, Gin and Vermouth it makes it easy to remember and re-create. The iconic red colour makes the cocktail stand out, and its name means you can say and recognise it in every language - its universal!

*Where would you say are the best places to enjoy a Negroni?*

Definitely Gilli 1733 in Florence. Among the places that I like the most, I would recommend a couple bars in London and New York. The Connaught in London is one of my favourite bars which brings back many great memories, and Employees Only in New York City, is a bar loved by bartenders which shows how good it really is!

*Why would you say that the Negroni has lasted 100 years and counting?*

The Negroni is a perfectly balanced cocktail simply made with three great quality ingredients which makes it a true classic and easy to be recreated across the world. It's on the list of the most unforgettable cocktails created by the IBA, which means that there is no great bartender that is not aware of the Negroni.

# FULVIO PICCININO



Fulvio Piccinino, born in Torino, 1967.

After spending many years working for a beer multinational company, Piccinino moved behind the bar, where his passion for mixology and the beverage industry took life. Here, he undertook detailed studies about the Futuristic Polibibite (literally multi-drinks), field in which he then became the greatest expert on the planet.

Everything culminated with the publication of *La Miscelazione Futurista* (Futuristic Mixology) in 2014,

At the end of the seminar, attendees can work on the production of a bottle of their very own vermouth.

In 2015, Piccinino publishes *The Vermouth of Turin*, also translated in English. This publication is a deep research into the origins of vermouth, whose history served the drafting of Turin's Vermouth IGT procedural guidelines.

Thanks to his research, Piccinino was made an honorary member of the Istituto del Vermouth di Torino (Turin Vermouth Institute), despite being the only non-producer in the panel.

In 2018, *Il Gin Italiano* (The Italian Gin) was published, a real revelation on the Italian mixology scene, with its unprecedented documentation about the production of the very first juniper distilled spirit, indeed occurred in Italy.

The *Negroni di Carta* trilogy is concluded by *Amari e Bitter*, published in March 2019 for the 100th anniversary of Negroni.



# THE NEGRONI

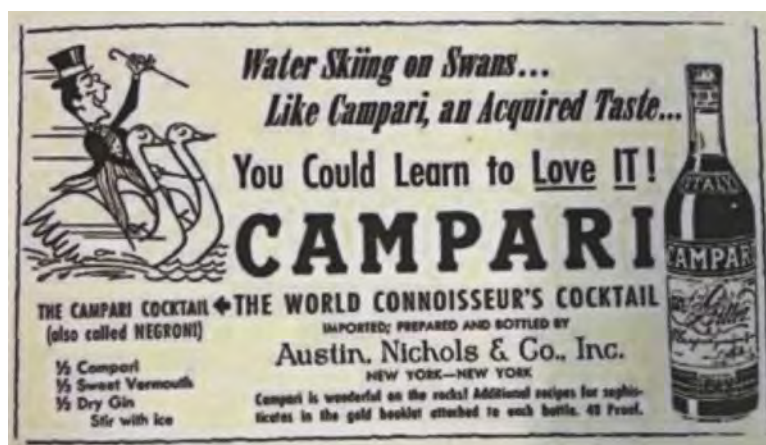
# A BRIEF HISTORY

Dating back to 1919, The Negroni cocktail is said to have been created by Fosco Scarselli, 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.

Having travelled to America and spent time in London expanding his knowledge on spirits, including London dry gin, Camillo took his experience and erudition as inspiration to contribute to the creation of the now historic cocktail.



We can safely assume that the gin style of choice was a London Dry, even though we don't know the brand and in the same way we are unsure what Sweet Italian Vermouth was used, as many were available at the Casoni.



In terms of Bitter Aperitivo though, Campari was the only one that was distributed as far as Firenze and that was ranged at Caffè Casoni at that time.

We therefore can say that since the first Negroni, Campari is its red heart and there's no Negroni without Campari.

The news of his creation spread quickly across the region as a result of the influence of Camillo Negroni, meaning it was not long before everyone was making their way to the bar and everywhere else to order an Americano as liked by the Count, sooner shortened in title to 'Negroni'.

From its roots in Florence, the news of the cocktail spread quickly through the region and across Italy.

Florence at the time was heavily involved in the Futurism movement, meaning lots of influential people were passing through from Milan and Rome. Within two to three years, every bar was making it, and even now all over the world the cocktail is made in the same way as the original recipe created by Count Negroni as stated in the IBA.

In 2019, the popularity of the Negroni shows no sign of slowing down as it enters its 100th year it's one of the trendiest drinks on any menu.



# THE COUNT

Count Camillo Negroni was a very mysterious man, he was intelligent and well-travelled and could speak four different languages, English, Italian, Spanish and French. He was an influencer of his time, and one of only five people that could drive a car. He was seen by all as a classy and creative man.

Before the visit to Florence that saw the creation of the famous cocktail, Count Negroni lived in the U.S. for five years. From living a life of a cowboy and drinking in the local taverns, he then moved to New York City which provided him with the knowledge of cocktails to inspire the creation of the Negroni.

Being half British, it was the English origins of Negroni that we can thank for the use of gin in the cocktail recipe as a result of the popularity of the spirit at the time in London.



1



2



3



1. Picture of Count Camillo Negroni enjoying the eponymous cocktail in Caffé Casoni - *Giunti Editore Negroni Bentivoglio family archive*

2/3. Count Camillo Negroni - *Giunti Editore Negroni Bentivoglio family archive*

# THE COCKTAIL



Simple and balanced, the Negroni is the perfect combination of just three ingredients, originally designed as an aperitif.

The sweet vermouth balanced the unique bitterness of the vibrant Campari, with depth of flavour added from the addition of Gin creates a stunning red creation that is loved the world over.

The Negroni is part of the official cocktail list of the IBA (international bartending association) and IBA cocktails are prepared all over the world according to this original recipe.

## **RECIPE**

30ml Campari

30ml Gin

*(Campari recommends BULLDOG London Dry Gin)*

30ml Sweet Red Vermouth

*(Campari recommends 1757 Vermouth di Torino Rosso)*

## **TO SERVE**

Pour all ingredients directly into  
a rock glass filled with ice.

Garnish with a slice of orange.



# HOW TO MAKE THE PERFECT NEGRONI

## BALANCE

If you lose the balance, you lose everything so when you have only 3 ingredients, it doesn't take too much to lose it - every step needs to be perfectly followed.

*Jessica Sanchez, Brazilian Bartender*

## GOOD QUALITY INGREDIENTS

Good ingredients and good ice. It seems very obvious but if you don't have fresh vermouth, you're not using quality spirits, if you're not using very good ice, you have to alter the way you're making it, so keeping all those things in mind you should be able to make a good Negroni fairly easily.

*Stacey Swenson, USA Bartender*

## **ICE**

Make sure you use crystal Ice,  
the quality of the water should be perfect.

*Luca Picchi, Writer, Bartender and Negroni Expert*

## **DO NOT OVER DILUTE**

What I love about a Negroni is how robust and  
intense those flavours are.

I often find if you order a Negroni in a bar, the  
bartender will stir it down for way too long. Build it  
straight in the glass, add the ice, quick stir, and then,  
because you've not over diluted it you get to enjoy  
those beautiful rich flavours for a lot longer.

*Joe Schofield, UK Bartender*

## **USE GOOD GLASSWARE**

Vintage glassware can be a sensation for your eyes  
and takes you back to the past.

*Luca Picchi, Writer, Bartender and Negroni Expert*



## **DID YOU KNOW**

The Negroni is so popular, it has its own week of celebrations enjoyed all over the world in the form of Negroni Week, a series of fundraising events across the world created by Imbibe and Campari. In 2018, nearly 10,000 bars and restaurants raised \$585,879 taking the total to almost \$2 million for charitable causes.

The Negroni was named after a Count. Although made by a bartender, it was Count Camillo Negroni, a Florentian noble, who created the recipe and requested it at the Café Casoni.

The Negroni was invented as a variation of the Americano cocktail, where soda was swapped for gin to give the cocktail a bolder appeal.

Futurism was the artistic movement in the background at the time that helped to support the rise of Campari and the popularity of the Negroni across different regions.

The Negroni was initially enjoyed in small glasses, however there was a change in glassware to accommodate the use of ice.



# NEGRONI FAMILY TREE

& DANTE TWISTS

# AMERICANO



## INGREDIENTS

45ml Campari

45ml 1757 Vermouth di Torino Rosso

Splash of Soda



## **METHOD**

Build over ice.

Tommaso Cecca, Bar Manager of Il Camparino In Galleria builds his ingredients and charges them with a dash of seltz in a wide body Gallone Mixing Glass to incorporate and aerate.

He than pours the mixture over fresh ice in a rocks glass.

Try it this way for great texture.

## **GLASSWARE**

Large Rocks Glass

## **GARNISH**

Citrus Peel







## DID YOU KNOW

A true classic when it comes to Italian  
Aperitivo culture.

Acknowledged around the world today  
as the father of the Negroni, in the form  
of effervescent mixture of Bitter Campari,  
Italian Rosso Vermouth and a splash of Soda.

Due to its popularity and wide distribution at  
the beginning of the century we can safely  
confirm that vast majority of Americanos  
served in the first decades of the 1900s were  
in fact made with Campari. Salute!

# MILANO TORINO (MI-TÒ)



## INGREDIENTS

45ml Campari

45ml 1757 Vermouth di Torino Rosso

## **METHOD**

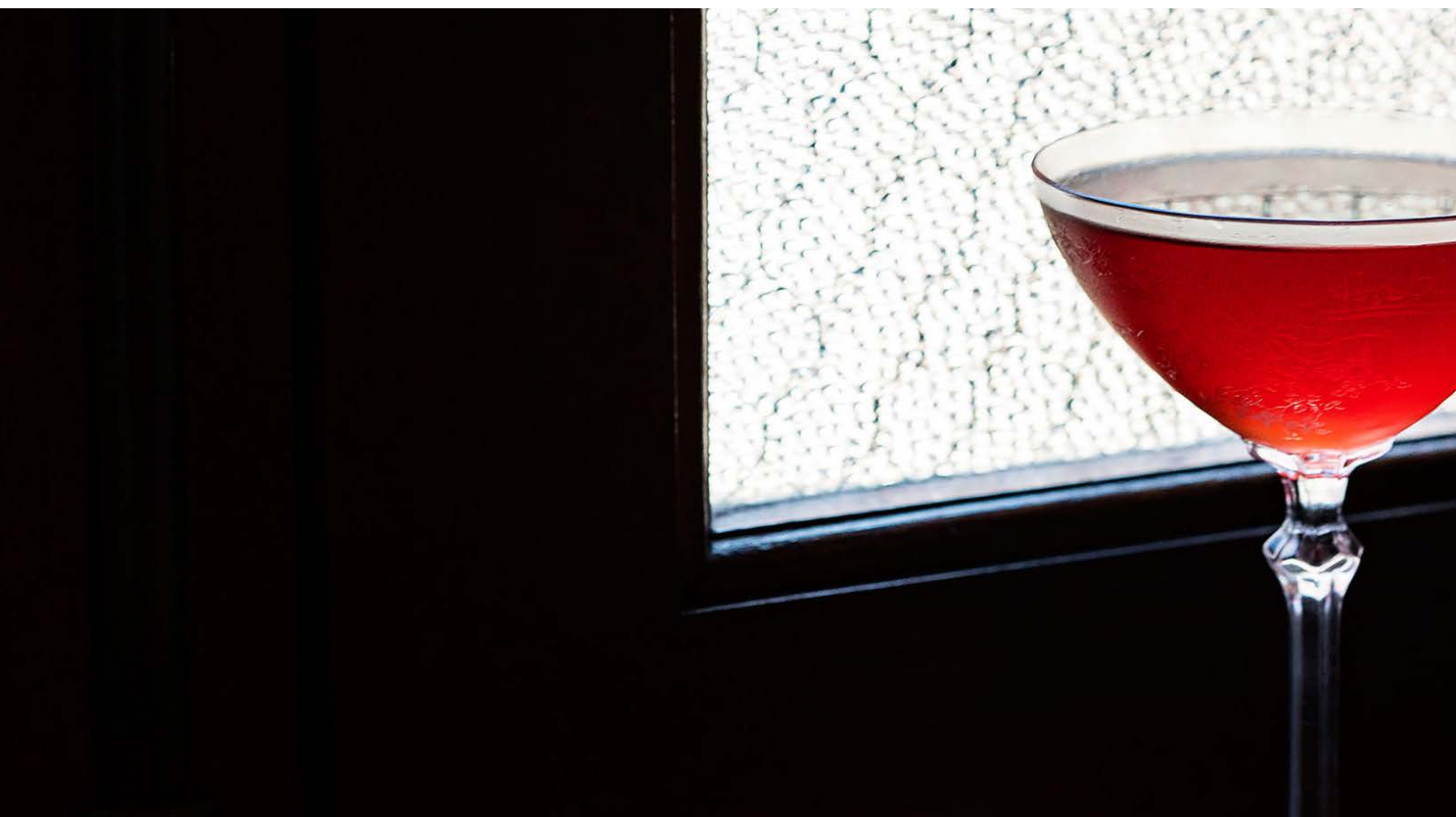
Stir and Strain in coupette

## **GLASSWARE**

Coupette

## **GARNISH**

Citrus Peel





## DID YOU KNOW

At times considered a precursor to the Americano itself, the Milano Torino was nothing more than yet another way of twisting and adapting the service of the traditional Italian Iconic aperitivo (Vermouth) at the beginning of the century.

Some of the oldest recipes found in print call for a quinine heavy choice of vermouth (from Torino) and Campari Bitter (from Milano).

Originally served chilled and up with a lemon twist, it finds his way in modern day drinking usually served on the rocks.

Simplicity at its best.

Over to you now!

# NEGRONI SBAGLIATO



## INGREDIENTS

45ml Campari

45ml 1757 Vermouth di Torino Rosso

Top with Dry Sparkling White Wine



## **METHOD**

Build over ice

## **GLASSWARE**

Large Rocks Glass, Tall Glass or Signature Oversized  
Bar Basso Glass

## **GARNISH**

Orange wedge





## DID YOU KNOW

In 1972, Mirko Stocchetto at the Bar Basso in Milan added sparkling wine instead of the gin by mistake to a Negroni.

He then realized that this variation had some sense and this humble mistake led to the creation of a classic cocktail that is still enjoyed all around the world today, and to its name: in fact, in Italian "SBAGLIATO" means mistaken.





# INTRODUCING THE NEW

# 1757

## BY CINZANO

### Rosso and Extra Dry Vermouth di Torino



A secret recipe developed by the Cinzano Herbalist & Master Blender Bruno Malavasi and Cinzano Cellar Master Sergio Cocito

Authentic Vermouth di Torino GI

A skilful balance of flavour, using traditional methods and whole botanicals including Artemisia from Piedmont

Handcrafted and numbered bottles in small batch production

# DANTE

## NEGRONI SESSIONS

BY NAREN YOUNG

Chocolate Negroni

Unlikely Negroni

Negroni Frappe'

Chamomile Negroni



# UNLIKELY NEGRONI



## INGREDIENTS

- 1 oz. Espolon Blanco Tequila
- 3/4 oz. Campari
- 3/4 oz. 1757 Vermouth di Torino Rosso
- 1/4 oz. Coconut liqueur
- 1/4 oz. Banana liqueur
- 1 tbsp of pineapple drinking vinegar
- 6 drops of Thai chili tincture
- 2 dashes of saline solution

## **METHOD**

Stir and Strain

## **GLASSWARE**

Nick & Nora

## **GARNISH**

1 drop of Sesame Oil on a Dehydrated  
Banana Chip



# CHOCOLATE NEGRONI



## INGREDIENTS

1 oz. Gin

$\frac{3}{4}$  oz. Cinzano Rosso

$\frac{3}{4}$  oz. Campari

$\frac{1}{4}$  oz. dark crème de cacao

3 dashes chocolate bitters

## **METHOD**

Stir and Strain on ice

## **GLASSWARE**

Large Rocks Glass

## **GARNISH**

Orange wedge & grated Valrhona chocolate.



# NEGRONI FRAPPE



## INGREDIENTS

$\frac{3}{4}$  oz. Gin

$\frac{3}{4}$  oz. Campari

$\frac{3}{4}$  oz. Cinzano Rosso

$\frac{3}{4}$  oz. orange juice

3 dashes of orange bitters

## **METHOD**

Build over crushed ice & stir  
Cap with more crushed ice

## **GLASSWARE**

Footed Highball

## **GARNISH**

Grated orange zest and short straw

# CHAMOMILE NEGRONI



## INGREDIENTS

1 oz. gin (infused with chamomile for 2 hours)

$\frac{3}{4}$  oz. Campari

$\frac{3}{4}$  oz. Cinzano Bianco

1 dash saline solution

## **METHOD**

Stir and Strain on ice

## **GLASSWARE**

Etched Rocks

## **GARNISH**

Dehydrated lemon wheel and spray of  
chamomile tincture

**LOCAL LEGENDS**

PRESENT THEIR

**NEGRONI TWISTS**

**CAMPARI ACADEMY**

Michael Chiem

*PS-40, Sydney*

Evan Strove

*Bulletin Place, Sydney*

Shay Chamberlain

*The Black Pearl, Melbourne*

Will Sleeman

*Fancy Free, Melbourne*

Elliot Pascoe

*Death & Taxes, Brisbane*

Joseph Chisholm

*The Boom Boom Room, Brisbane*

Dean Buchanan

*Long Chim Group*

James Pennefather

*Tiny's, Perth*

Cody Banks

*Hains & Co, Adelaide*

Osteria Oggi

*Adelaide*



# MICHEAL CHIEM

PS40 - SYDNEY



## BREAKFAST NEGRONI

90ml of Negroni batch infused with  
Banana Bread, Coffee Beans  
& Tonka Beans

## **METHOD**

Stir infused Negroni over ice in glass

## **GLASSWARE**

Banana Coffee Mug

(or Double Old Fashioned if no mug available)

## **GARNISH**

Orange & Lemon Twist

## **INSPIRATION**

Inspired by one of Thor's favourite late night breakfasts in Melbourne; Coffee, Banana Bread & Negronis.

## **PREPARATIONS**

### **FULL BATCH**

450ml Bulldog London Dry Gin

450ml Campari

450ml Cinzano Rosso Vermouth

250gm Banana Bread

45 whole Coffee beans

1 Tonka bean

Sous-vide at 55°C for 5 hours. Strain, freeze overnight and filter again through a super bag to remove oils.

Bottle and keep refrigerated.

## ABOUT MC

PS-40 is a world first amongst the bar scene where a cocktail bar and soda production area meet in the one space.

PS Soda launched commercially in November 2017.

The sodas are inspired by cocktails and native Australian ingredients, using fresh produce and no preservatives.

Co-owner Michael Chiem was awarded, Bartender of the Year 2016 by Australian Bartender Magazine and PS40 has been awarded Timeout Magazine's 2017 Best New Bar, Australian Bartender Magazine 2017 Best Cocktail List and Australian Bartender Magazine Best Cocktail Bar in NSW 2017.

And in 2018 PS40 was awarded Best Cocktail Bar in Timeout Magazine.



# EVAN STROVE

## BULLETIN PLACE - SYDNEY



# AUSTRALIS SPRITZ

25ml Bulldog Gin  
15ml Campari  
15ml Rosella Wine  
20ml Forest Verjus  
20ml light honey syrup  
25ml filtered water

## **METHOD**

Charge batch with CO<sub>2</sub> at 42psi.

Pour 120ml of carbonated batch into a coupette with a large rock.

## **GLASSWARE**

Coupette

## **GARNISH**

Orange Coin

## **INSPIRATION**

The Australis is influenced by Evan's love and growing understanding of indigenous Australia products.

This drink is a blend of experimentation with native flavours and the time-honoured balance of the best Italian cocktail to be known.

## **PREPARATIONS**

### **ROSELLA WINE**

200g Diced Rhubarb  
(Quite fine, maximize surface area)

150g Chopped Rosella Flower

1.5L Water

150g Caster Sugar

3g Champagne Yeast

Ferment for a week until dry.

Pasteurise and combine with equal parts Regal Rogue Rosé

### **FOREST VERJUS**

700ml Chardonnay Verjus

10g Anise Myrtle

5g Cinnamon Myrtle

2g Lemon Myrtle

Infuse under vacuum at room temperature for 24h.

Per 100g infusion

1g Citric Acid

0.5g Tartaric Acid

0.5g Malic Acid

### **LIGHT HONEY SYRUP**

100g Raw Wollemi Honey

200g Water Sugar to 47 brix



## ABOUT EVAN

Evan is the General Manager at Bulletin Place, Australia's most awarded cocktail bar.

It was opened by 3 bartender mates, who met and worked together in Melbourne, pooling their savings to open their idea of their perfect bar. They did much of the fit out themselves and famously spent more money on ice machines than they did on furniture.

Evan himself cut his teeth in the Swillhouse Group, and spent time between Shady Pines Saloon, The Baxter Inn and Restaurant Hubert. He was awarded Bartender of the Year in 2018. Previously, he was the national winner of the Perfect Blend and a challenge winner at World Class 2018.



# SHAY CHAMBERLAIN

THE BLACK PEARL - MELBOURNE



## THE 3PM ITCH

30ml Campari

30ml Cinzano 1757 Bianco Vermouth

60ml House made

Ginspired Soda

## **METHOD**

Built over ice block

## **GLASSWARE**

Rocks Glass

## **GARNISH**

Orange wedge and lemon twist, discarded

## **INSPIRATION**

We're a health conscious generation with a more disposable income than ever before. Quality over quantity. Drinking less, drinking smarter. The trend of aperitifs and low abv options is here and it's not going anywhere.

At Black Pearl the Negroni is our highest selling cocktail consistently, averaging over 100 a week, not including variations.

This is an Americano for a Negroni drinker. Dropping the booziest aspect of the classic but keeping the character.

Home made Ginspired soda; keeping it London Dry focused with Juniper and coriander seed at the forefront with plenty of citrus peel incorporated.

Adding a touch of local Fitzroy Pepperberries and leaf as a nod to the Australian gin industry. Replacing the sweet vermouth for a Bianco. This is to lighten and add floral, elderflower notes to compliment the soda. A healthy splash of Campari, of course.

#NoNegroniWithoutCampari.

Build in the glass with no extra dilution necessary, the soda does it for us.

Fresh wedge of orange and a discarded lemon zest.

Salute.

## **PREPARATIONS**

### **GINSPIRED SODA**

Toasted juniper

Coriander

Pepper berries and leaves

Citrus peel, orange, lemon, grapefruit

Classic CO<sub>2</sub> Infusion.



## **ABOUT SHAY**

Shay has spent the last ten years behind the bar, perfecting her craft across numerous multi awarded venues and small cocktail bars.

After learning the trade in London, she returned home to work at Bulletin Place, Sydney, then moved on to Big Poppa's.

These days you can find her mixing delicious drinks at Black Pearl, Fitzroy, Melbourne.



# WIL SLEEMAN

## FANCY FREE - MELBOURNE



# VINO DA SCARPETTA

20ml Campari

10ml Cinzano 1575 Rosso

65ml House Bread Wine

1bsp Muscovado

Sugar Syrup 2:1



## **METHOD**

Carbonated and bottled in house.

Bottle pour serve 100ml.

## **GLASSWARE**

Stemmed Wine Glass

## **GARNISH**

Lemon peel, discarded

## **INSPIRATION**

Inspired by global trends that are very much aimed towards sustainable practices and conscious drinking.

At Fancy Free, we push each other to find at least three additional uses for a single ingredient before it can be deemed 'waste', often utilising fermentation techniques or cooperating with friends and colleagues.

This drink combines all of the above sentiments to create something that is greater than the sum of its parts and complimented by readily accessible ingredients like Campari and Vermouth.

The idea is to make something from nothing and to take a closer look at the properties of what we might consider to be a 'waste' product. In this case 'stale' bread and 'off' wine.

## **PREPARATIONS**

### **BREAD WINE**

In a fermentation tub or carboy, combine your oxidised/tainted wine with your stale bread (doesn't matter what style, blend or variety these ingredient are).

Add a yeast starter of warm water, bakers yeast and sugar (aim for 170g of sugar per 1,000g total base liquid) to encourage the ferment to begin.

Seal the tub with appropriate airlock attachment and allow to ferment for 1 week.

Siphon off your liquid through a muslin cloth or oil filter into a clean bottle and cap tightly.

Allow to rest for two weeks for best results.

## **ABOUT WILL**

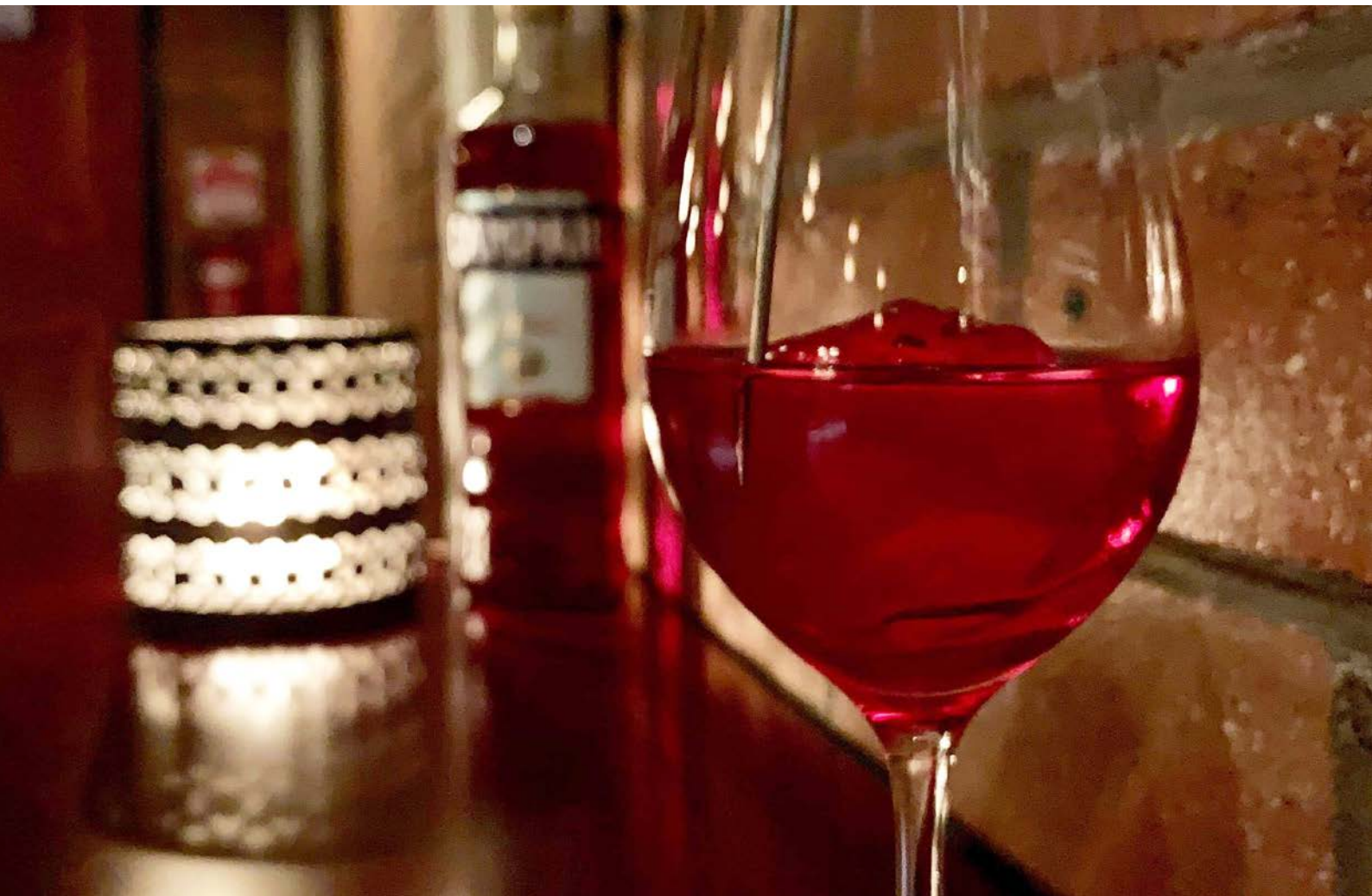
Will Sleeman recently returned home to his native town of Melbourne after two years abroad which saw him spend some time at Super Lyan, London and opening Nauticus, Edinburgh.

You'll now find him reunited with old Black Pearl family getting footloose and Fancy Fancy in Melbourne's CBD.



# ELLIOT PASCOE

DEATH & TAXES - BRISBANE



## MILANO TOSTINO

27.5 ml Gin

27.5 ml Cinzano Rosso

27.5 ml Campari

2.5 ml Coffee Oil

2.5 ml Raisin Syrup

2.5 ml Clarified Passionfruit

2 dash Saline

Toasted Brioche



## **METHOD**

Combine Ingredients and pass through toasted brioche, hang in muslin and allow to strain overnight in cold environment, allow sediment to settle and pass through oil filter.

Place in Freezer. Pour 90ml.

Stir and Strain.

## **GLASSWARE**

Wine Glass

## **GARNISH**

Lemon peel, discarded

## **INSPIRATION**

Celebrating the original and venerated classic by inclusion of flavours that pay homage to, and make the flavours of the original, sing. Raisin to compliment the dark chocolate tones of Cinzano. Coffee to expand the depth of Campari, Clarified passionfruit to give brightness to a juniper-forward Gin. Toasted Brioche because it is delicious, and because it ties all the moving parts into a homogenous whole, elevating them with toasty notes.

## **PREPARATIONS**

### **RAISIN SYRUP**

Blend 350g Raisins with 350g Water and 350g sugar.  
Strain.

### **COFFEE OIL**

Macerate Campari with 5 cracked coffee beans to  
100 ml Campari for an hour at room temperature.

### **CLARIFIED PASSIONFRUIT**

Freeze passionfruit pulp and place frozen block on a  
coffee filter over a receptacle in the fridge, allow to  
melt overnight.



## **ABOUT ELLIOT**

Elliot Pascoe recently emigrated back from Helsinki, Finland, to assist long time friends Samuel Tripet, Martin & Wiebke Lange, and Blake & Belle Ward with the opening of Death and Taxes; a decision that the aforementioned friends have been regretting ever since.



# JOSEPH CHISHOLM

## THE BOOM BOOM ROOM - BRISBANE



# FUNKY NEGRONI

30ml Campari

30ml Cinzano Rosso 1757 Vermouth

45ml Homemade Winter Berry

Kombucha (double fermented)

## **METHOD**

Build over Large Ice Block

## **GLASSWARE**

Large Rocks Glass

## **GARNISH**

Orange Wedge

## **INSPIRATION**

Basically a modern twist on a Negroni Sbagliato, originally created at Bar Basso, Milano by Mirko Stocchetto in the '70s, but using a seasonal berry kombucha instead of Dry Sparkling Wine.

## **PREPARATIONS**

### **HOMEMADE WINTER BERRY KOMBUCHA**

3.3L clean water

200g white sugar

8 bags black or green tea (or 2 Tbsp loose leaf)

470ml unflavoured starter tea

(either from a previous batch or unpasteurized, unflavoured store bought Kombucha)

1 or 2 Scobys

(depending on how many containers you're using)

A large glass jar holding at least 3.7L

Tightly woven cloth like cheese cloth

### **First Ferment**

Bring water to a boil, remove from heat and dissolve sugar into it.

Add the tea and allow steeping while water-cools to room temperature (a few hours).

Gently remove your Scoby from the tea. Pour the sweetened tea into your jar(s), then pour in starter kombucha.

Gently place Scoby into jar then cover with a few layers of tightly woven cloth and secure with a rubber band.

Set the jar somewhere dark, still, and room temperature for anywhere from 6 to 10 days. Begin tasting the tea at about 6 days. It should be mildly sweet and slightly vinegary.

Reserve 2 cups from this batch to use as starter kombucha for your next batch

(just leave it in the jar with Scoby(s)).

The rest can be moved into the second and final fermentation.

## **Secondary Ferment**

Add 200g of sugar and add 500g of winter berries and 250ml of rose wine and allow to steep with scoby, vac seal and leave for 3 days shaking twice daily, strain off and add more acids if needed. Acidity balance depends on the variety and ripeness of the fruit.

First ferment for an additional 5-7 days.

You must "burp" the kombucha to relieve some excess gas as it becomes carbonated.

## **ABOUT JOEY**

Joseph has been working in the hospitality industry for a little over 10 years.

Originally working abroad in London and Edinburgh, he is now fine tuning his skills working in Brisbane's iconic venues like Cobbler, Seymour's Cocktails and Oysters, and now The Boom Boom Room.

His true passion is in whisky; however, Joey loves creating cocktails that push boundaries - whether it's in technique or flavour.



He likes to use non-traditional ingredients to craft flavour bombs.

Keeping up with the current global trends is the main focus at The Boom Boom Room.

As Bar Manager it is a goal of his to produce fresh and unique drinks that are at the forefront of the bartending community in Brisbane.





# DEAN BUCHANAN

## LONG CHIM GROUP



## NEGRONI PRIMA

15ml Bulldog London Dry Gin  
15ml Parmigiano distilled Bulldog  
30ml Campari  
15ml Cinzano Extra Dry  
10ml Pear Cordial

## **METHOD**

Combine Ingredients. Stir and Strain

## **GLASSWARE**

Clear Large Rocks Glass

## **GARNISH**

Large ice block topped with balsamic vinegar and extra virgin olive oil.

## **INSPIRATION**

In an effort to explore the concept of Aperitivo we set out to create a more savoury style of Negroni.

We have incorporated Parmigiano Reggiano into the cocktail by redistilling, under vacuum, the cheese with Bulldog London Dry Gin.

We combine this with Campari, fermented pear cordial, and Cinzano Extra Dry Vermouth.

This is poured over a large ice block with olive oil and balsamic vinegar frozen into the top, for visual effect as well as aroma and, eventually, taste.

## **PREPARATIONS**

### **REDISTILLED BULLDOG**

250g Bulldog London Dry Gin

75g Parmigiano Reggiano

Add to rotovap flask and distil. Bottle.

### **PEAR CORDIAL**

250g sugar

400ml water

10g malic acid

2g citric acid

Pinch of ascorbic acid (to taste)

1 diced pear

## **ABOUT DEAN**

Dean Buchanan is the Bars manger for Long Chim and he is currently based in Perth where he has been working for the past 4 years.

Long Chim is a Thai street food restaurant so Dean likes to focus his drinks around pairing flavours to the dishes that the kitchen serves.

His role sees him overlooking and help develop the beverage programs for the Long Chim Group bars and restaurants nationally and internationally.





# JAMES PENNEFATHER

## TINY'S - PERTH



## BENEATH GIANTS

20ml "Rooftop Amaro"  
20ml Smoked Campari  
10ml Appleton Estate 12yo  
15ml Cinzano Extra Dry

## **METHOD**

Pour over Hoshizaki ice and stir briefly

## **GLASSWARE**

Clear Large Rocks Glass

## **GARNISH**

Flamed orange zest

## **INSPIRATION**

This drink is centred around Western Australia. We have collected ingredients grown in Perth to create a drink that evokes the elements of an experience in our Great Southern region, specifically camping amongst the tingle tree forests.

We create an amaro of sorts using Amaro Braulio, red wine from South Australia, and herbs, specifically lemon balm and fennel pollen, foraged from the garden at Tiny's. This gives us a rich base, full of spice and alpine freshness to work from. We add smoked Campari, Cinzano Extra Dry, and a dash of Appleton Estate 12yo.



This cocktail is designed to be warming and rich, reminding us of a campsite in a forest at night, huddled around a wood fire.

We aim to show with this cocktail that you can transport your guest to another place, using ingredients existing all around you.

## **PREPARATIONS**

### **ROOFTOP AMARO**

300ml red wine

150ml Amaro Braulio

100g sugar

6g lemon balm

3g fennel pollen

2g lactic acid

Combine and allow to sit for 3 days. Strain and bottle.

### **SMOKED CAMPARI**

Pour 350ml of Campari in a smoking decanter, then smoke with sandalwood chips through a smoking gun. Holding the bottle closed, agitate the liquid to incorporate the smoky taste into the liquid. Let it sit, sealed, for two minutes. Decant and bottle.

## **ABOUT JAMES**

James shaped his professional figure while learning from some of the best bartenders around and soon creating his very down to hearth approach to drinks and the bar culture.

Passionate and an overall nice guy, James is now in charge of the bar team at Tiny's, where he focus on delicious drinks, playing around with native ingredients, fresh products and homemade preparations.



# CODY BANKS

## HAINS & CO - ADELAIDE



## BOLD NEGRONI

30ml Pork Fat Washed Navy Strength Gin

30ml Campari

30ml Cinzano 1757 with Sage infusion

via Ultrasonic

3 drops Saline solution

## **METHOD**

Combine Ingredients, stir and strain.

Serve over large block of sage flavoured ice block.

## **GLASSWARE**

Rocks Glass

## **GARNISH**

Sage infused clear ice block, Sage leaf

## **INSPIRATION**

I wanted to make a savoury style Negroni while still sticking to the traditional properties of equal measures Gin, Campari & Sweet Vermouth.

I heavily pushed the sage element in the Vermouth, ice & garnish, which was balanced with a smoky & rich fat washed Gin, that even when clarified gives great viscosity while still letting the botanicals sing.

## **PREPARATIONS**

### **OUNCE BOLD GIN**

Fat washed with pork overnight and clarified

### **CINZANO 1757 ROSSO**

Put into an ultrasonic machine along with sage, and put on a medium cycle for 25 minutes.

### **SIMPLE SALINE**

A solution made using a 20% ratio.

### **SAGE INFUSED WATER**

Freeze into clear ice blocks to serve the drink over.

## **ABOUT CODY**

My name is Cody Banks and I'm the Venue Manager at Hains & Co.

We're a nautically inspired Gin & Rum bar that focuses on classics and twists on classics.

Under the expert eye of Marcus "The Admiral" Mottram and guided by Cody "The Commodore" Banks, the Hains & Co crew are since long time purveyors of great fun and delicious drinks in the centre of Adelaide.

"Our ship be only as good as the crew, and they are the ones plied with the task of Lifting Spirits."





# NICOLA PAU

## OSTERIA OGGI - ADELAIDE



## IL CONTE

25ml Italian Gin  
25ml Campari  
25ml Barbera Chinato

## **METHOD**

Stir & strain in coupette

## **GLASSWARE**

Coupette

## **GARNISH**

Lemon zest. Express and place in drink

## **INSPIRATION**

"We are not a bar. We are not a restaurant.

We are an OSTERIA.

Therefore wine is an essential part of our everyday culture.

100 years ago in Firenze international spirits were not very easily accessible. Local wineries and Italian distilleries were the only form of readily available alcohol found across Italy. Thus wine and especially red wine become so important.

Our concept behind this drink is to create our own chinato using an Italian Barbera which we pour at Osteria Oggi with the addition of local botanicals to create our take on a classic Italian drink the Negroni.

## **PREPARATIONS**

### **OGGI BARBERA CHINATO**

Room temperature maceration of selected blend of local botanicals.

## **ABOUT OSTERIA OGGI**

Oggi's Bar Team is an eclectic, passionate bunch of guest focused professionals, under the guidance of the Italiano DOC Nicola Pau.

Focused on high quality ingredients, they'll take you from the best Aperitivo, through to dinner and the most obscure of digestives, to make you live an authentic experience you'll definitely remember.



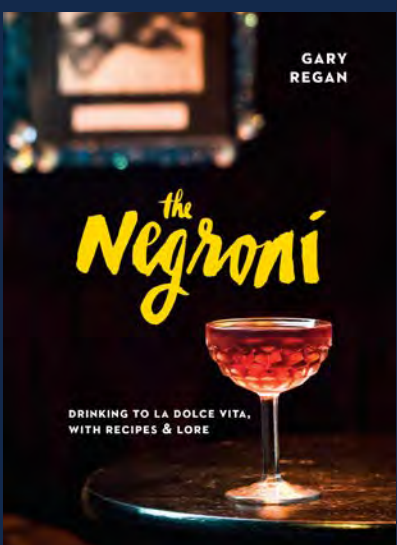
# COOL READS



**SULLE TRACCE DEL CONTE**  
by *LUCA PICCHI*

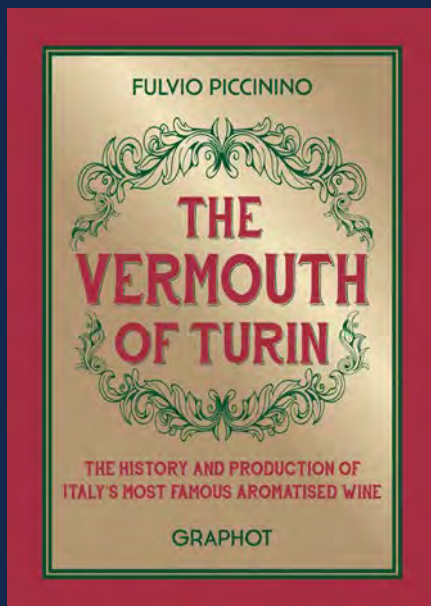


**NEGRONI COCKTAIL AN ITALIAN LEGEND**  
by *LUCA PICCHI*



**THE NEGRONI**  
by *GARY REGAN*

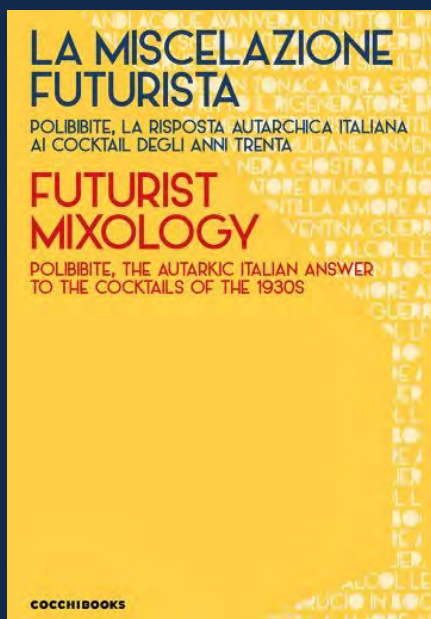




**THE VERMOUTH OF TURIN**  
*by FULVIO PICCININO*



**1000 MISTURE**  
*by ELVEZIO GRASSI - 1936*



**FUTURIST MIXOLOGY**  
*by FULVIO PICCININO*

# THANK YOU



The Campari Academy Team