

**THE
NEGRONI
COCKTAIL
BOOK**

**CLASSIC
NEGRONI
RECIPES &
CONTEMPORARY
TWISTS**

CAMPARI

THIS BOOK IS A CELEBRATION OF THE ICONIC NEGRONI & ITS MANY CREATIVE TWISTS

Volume One: Classic Negroni Recipes

tells the history of the Negroni and includes 10 Classic Negroni recipes plus expert tips on how you can make the perfect Negroni at home.

Volume Two: Contemporary Twists

is the result of a collaboration with some of the most creative bartenders in Australia and New Zealand, who share over 50 modern twists on the revered Negroni.

We invite you to raise a Negroni to the bars and bartenders that have been affected by the global pandemic this year and encourage you to support them by donating to our Negroni Week charity partner, Help out Hospo.

THE NEGRONI COCKTAIL BOOK

VOLUME ONE

CLASSIC NEGRONI RECIPES

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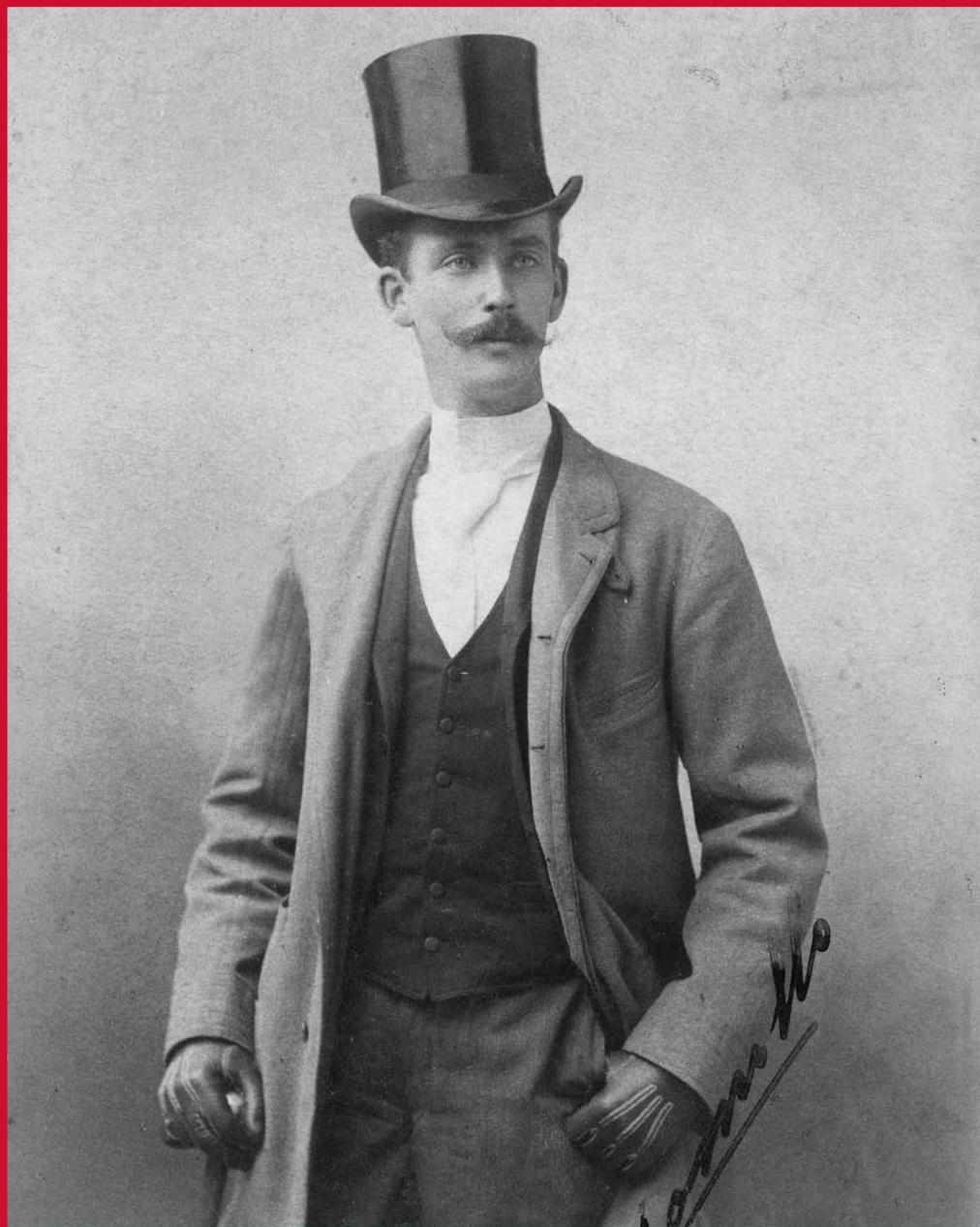
Kingston Negroni

Coffee Negroni

NEGRONI WEEK

THE NEGRONI

The story of the Negroni began in 1919, when an Italian gentleman, Count Camillo Negroni, walked into his favourite bar in Florence.



Count Camillo was a regular customer at Caffè Casoni and he usually ordered an Americano, after having become interested in cocktails during a visit to the United States.

On this particular day however, he asked for his Americano with a splash of gin rather than soda water, inspired by his last trip to London where he had acquired a taste for dry gin.

The bartender, Fosco Scarselli, was pleased to honour Count Camillo's request and added an orange garnish rather than the typical lemon peel to symbolise the new drink they had created: The Negroni.

Over a century since its creation, the timeless Negroni has become a 'classic cocktail', a staple of the cocktail lists in the best bars, enjoyed by discerning drinkers around the world.



DID YOU KNOW?

Despite being born in Florence, Count Camillo Negroni spent years in the United States, mainly in Wyoming, working as a cowboy.

He then moved to New York where he used to visit the best bars, developing an appreciation for cocktails.

CAMPARI[®]

NEGRONI

The epitome of a classic cocktail.

The perfect balance of bitter,
sweet and dry.

Created in 1919 by Count Camillo Negroni in Florence, the Negroni is an inspiration through its bold, charming character.



Ingredients

30ml Campari
30ml Bulldog London Dry Gin
30ml Cinzano Rosso Vermouth

Method

Pour ingredients into a short glass over plenty of ice.

Stir to combine the ingredients and garnish with an orange wedge.

**DID YOU
KNOW?**

The Negroni is part of the cocktail list of the IBA (International Bartending Association).

In the official Negroni recipe, Campari is the first brand ever to be called-out as an ingredient.

THE RED HEART OF EVERY NEGRONI

It all started in 1860, when Gaspare Campari, a talented Italian liquorist, created an Aperitif that was unlike any other.

Campari.



Campari is a bitter-sweet Italian aperitivo made by infusing natural herbs, aromatic plants, and fruit in alcohol.

The recipe has remained unchanged since its creation and is a closely guarded secret, passed down over the years.



With its vibrant red hue, intense citrus aroma and distinctive herbal flavour, Campari is the defining ingredient in some of the world's most popular classic cocktails like the Negroni and its many creative twists.

**DID YOU
KNOW?**

Using whole botanicals and aromatic plants in a natural infusion, Campari is perfect both as an aperitif or digestif, served with soda water, in an Americano, Negroni or a creative contemporary cocktail.

HOW TO NEGRONI

If you're looking to step-up your Negroni skills at home, here are a few recommendations from our experts:



ALWAYS CHOOSE QUALITY INGREDIENTS.

Use fresh, fragrant oranges.



VERMOUTH IS A FORTIFIED WINE, KEEP IT FRESH.

Once opened, store it in the fridge to avoid oxidation.



ICE IS AN IMPORTANT COMPONENT OF YOUR DRINK.

Make sure you use plenty of good quality ice.



STIR THE INGREDIENTS TO MIX AND CHILL THE COCKTAIL

But beware: do not over-dilute the drink.



USE PREMIUM GLASSWARE

To treat yourself and your guests.



PAIR YOUR NEGRONI WITH SOME CLASSIC APERITIVO NIBBLES

The best pairing is with green sicilian olives and the beloved patatina crisps.



FEEL FREE TO BE INSPIRED AND GET CREATIVE

Explore some of the delicious Negroni twists.

Share your creation with us on Instagram, and tag:

@campariAU
#NegroniBook
#MyNegroni

THE NEGRONI FAMILY

The Negroni was created over one hundred years ago thanks to the curiosity of Count Camillo and the craftsmanship of his bartender Fosco.

While the classic Negroni recipe remains the benchmark, generations of bartenders have been inspired by this creation.

We would like to invite you to explore some quintessential recipes that are part of the bitter-sweet “Negroni family”.

THE NEGRONI FAMILY TREE

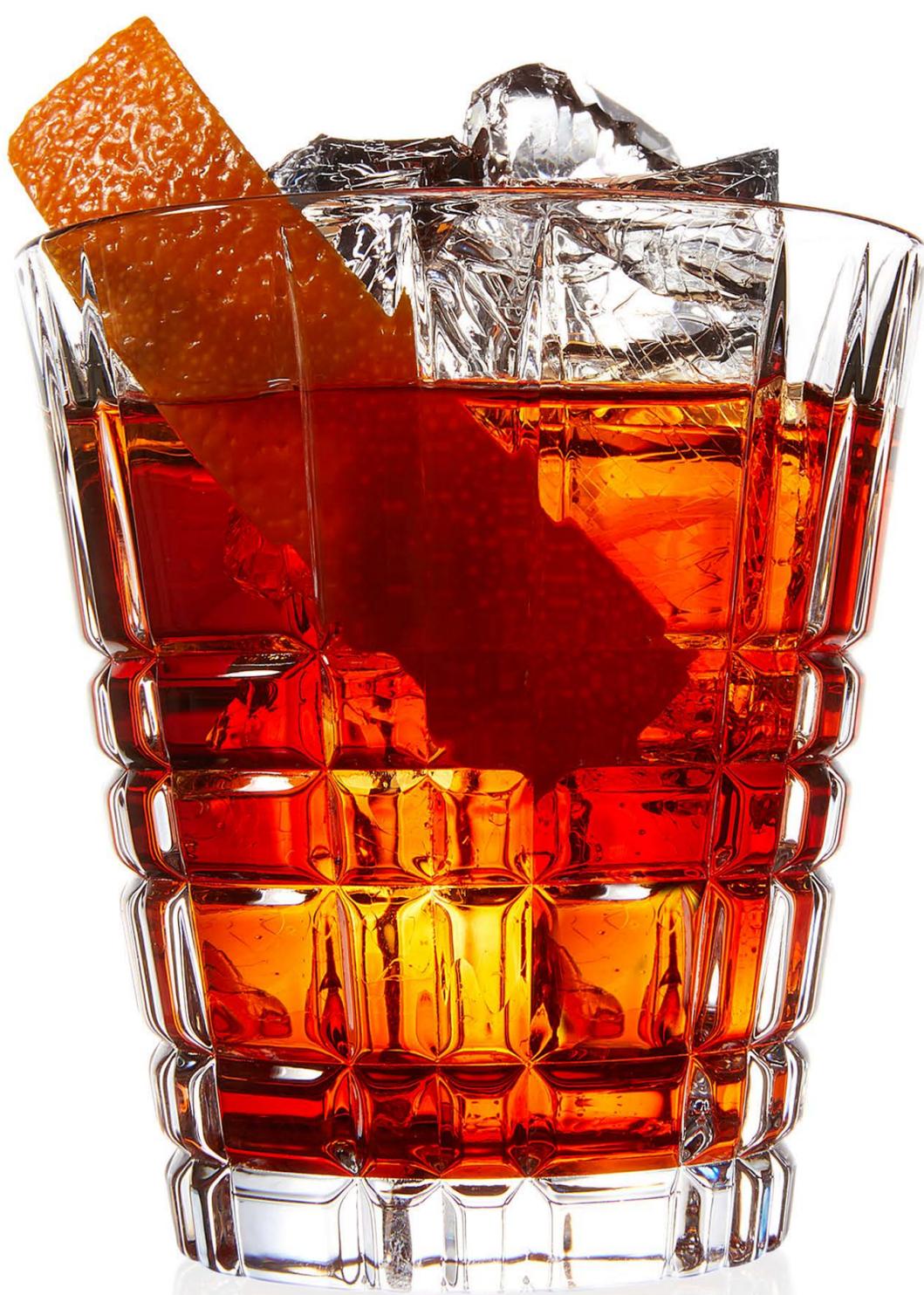


CAMPARI
CREATED 1860

MILANO TORINO

Named after the two cities that are the birthplace of Campari (Milano), and Vermouth (Torino).

Born around the 1860s, the Mi-To was arguably the first drink to showcase the bitter-sweet balance of the Negroni family.



Ingredients

45ml Campari
45ml Cinzano Rosso

Method

Pour ingredients into a rocks glass over plenty of ice.

Stir to mix and garnish with orange and lemon zest.

DID YOU KNOW?

The first cocktails often used lemons as citrus garnish, because oranges were regarded as exotic fruit and not widely available.

They would use the lemon peel for garnish and the pulp for juice and salads.

As a more traditional variation, try this drink served in a coupette, chilled and served without ice.

AMERICANO

The Americano was created around 1915 as a refreshing way to drink a Milano-Torino with a splash of soda water. This variation was preferred by American tourists visiting Rome during that time.



Ingredients

30ml Campari
30ml Cinzano Rosso
Top with a splash of soda water

Method

Pour ingredients into a rocks glass over plenty of ice.
Be careful not to overdilute the drink with too much soda water.
Stir to mix and garnish with an orange slice and lemon zest

DID YOU KNOW?

While famous for his Martini choices, Ian Fleming's fictional character, James Bond, is pictured multiple times drinking an Americano.

"In cafes...Bond always had the same thing - an Americano - Bitter Campari, Cinzano, a large slice of lemon peel and soda".

BOULEVARDIER

Published for the first time in a recipe book in 1927, the Boulevardier is a Negroni with Bourbon instead of Gin and served chilled, but with no ice.

The name is credited to a popular Parisian magazine of this era.



Ingredients

30ml Campari
45ml Russell's Reserve 10yo Bourbon
30ml Cinzano Rosso

Method

Pour ingredients into a mixing glass. Add ice and stir for few seconds to reach the desired dilution and strain in a cocktail coupe or stemmed glass. Express the essential oils of an orange zest, then discard.

DID YOU KNOW?

When Prohibition was enforced in 1919/20 in the US, many bartenders were left without a job.

Some of them found occupation in illegal speakeasy bars, some in soda pop shops, while others looked for opportunities in Europe.

OLD PAL

If you already had the chance to try the Boulevardier, you might also appreciate the Old Pal.

Coming from the same period, it is a drier version of its Bourbon cousin.



Ingredients

30ml Campari
30ml Wild Turkey Rye Whiskey
30ml Cinzano Extra-Dry

Method

Pour ingredients into In a mixing glass. Add ice and stir for few seconds to reach the desired dilution and strain in a cocktail coupette or stemmed glass Express the essential oils of a lemon zest, then discard.

DID YOU KNOW?

The lemon fragrance will make your drink taste fresher and zestier.

If you use an orange instead, it will create a rounder, smoother flavour.

NEGRONI SBAGLIATO

The Negroni Sbagliato, literally “mistaken” Negroni, was born in 1972 at the Bar Basso in Milan.

Legend has it that, by mistake, Mirko Stocchetto poured Prosecco instead of Gin into a Negroni.

After trying his creation, he found the drink rather delicious and refreshing and it became the bar’s best seller.



Ingredients

30ml Campari
30ml Cinzano Rosso
75ml Riccadonna Prosecco DOC

Method

Pour ingredients into a rocks glass over plenty of ice.

Stir to mix and garnish with an orange slice.

DID YOU KNOW?

To this day, the Negroni Sbagliato at Bar Basso is served in their signature “bicchierone”, a vessel shaped like a huge wine glass, over 30cm tall, designed exclusively for the bar since the ‘70s.

Everywhere else,
it’s served in short glasses.

CARDINALE

Cardinale is Italian for “Cardinal”. The cocktail’s name refers to the colour of both the drink and the Catholic bishops’ cassocks.

It is a Negroni that substitutes Vermouth Rosso for the Dry variant.



Ingredients

30ml Campari
30ml Bulldog London Dry Gin
30ml Cinzano Extra-Dry

Method

Pour ingredients into a mixing glass. Add ice and stir for few seconds to reach the desired dilution and strain in a cocktail coupette or stemmed glass. Express the essential oils of an lemon zest and use as garnish.

DID YOU KNOW?

If you like Martini Cocktails, you can also try to make your Cardinale by stirring two parts of gin, with one part of Cinzano Extra-Dry and a splash of Campari, serving it in a chilled coupette.

ROSITA

Credited to an American bartender of the '70s, Rosita has seen a resurgence in recent times, with Vermouth and Tequila experiencing a new “golden age”.



Ingredients

30ml Campari
30ml Espolon Blanco Tequila
15ml Cinzano Rosso
15ml Cinzano Extra-Dry

Method

Pour ingredients into a mixing glass. Add ice and stir for few seconds to reach the desired dilution and strain in a cocktail coupette or stemmed glass. Express the essential oils of an orange zest and use as garnish.

DID YOU KNOW?

A cocktail recipe that uses equal parts of Rosso and Dry Vermouth is defined in bartending terms as “perfect”.

You can have a Perfect Martini or a Perfect Manhattan and in this same way, the Rosita could be described as a Perfect Tequila Negroni.

KINGSTON NEGRONI

Created in New York in 2013, with the structure of a classic Negroni, but the funk of Jamaican rum.

A rich, luscious and moreish drink, elegant and refined. Perfect after dinner.



Ingredients

30ml Campari

30ml Appleton Estate Reserve Blend 8yo

30ml Cinzano Rosso

Method

Pour ingredients into a rocks glass over plenty of ice.

Stir to mix and garnish with an orange wedge.

DID YOU KNOW?

This is a classic example of how you can make a delicious variation of the Negroni by using a different Gin, Whisky or, in this case, Rum.

Be curious and experiment with your favourite spirit.

COFFEE NEGRONI

The youngest member of the
Classic Negroni Family.

Fast gaining popularity around the world
and very easy to make at home, this is a
perfect drink for Australia with its vibrant
coffee culture.



Ingredients

30ml Campari
30ml London Dry Gin
15ml Cinzano Rosso
15ml Coffee Liqueur

Method

Pour ingredients into a rocks glass over
plenty of ice.

Stir to mix and garnish with an orange
wedge and three coffee beans.

DID YOU KNOW?

The aroma of coffee is nice and rich.

If you are adventurous, try substituting
the coffee liqueur with other types
of liqueurs: Frangelico would add a
hazelnut flavour or try an Amaro for a
more herbal experience.

imbibe & CAMPARI

NEGRONI WEEK

SEPTEMBER

14th to 20

raise a negroni to your bar

NEGRONIWEEK.COM

Negroni Week is an annual celebration of the iconic Negroni, presented by Imbibe Magazine and Campari, to raise money for charitable causes around the world.

Since its inception in 2013, participating Negroni Week venues have collectively raised nearly \$3 million. In the wake of the global COVID-19 pandemic, bars and bartenders have been affected particularly hard, and after years of helping others, now they are the ones that need support.

This Negroni Week (September 14-20), we are supporting the Australian hospitality industry and workers in need through our charity partner, Help Out Hospo.

So, if you have enjoyed this recipe guide and been inspired by the passion and creativity of these bartenders, please raise a Negroni to your bars.

Head to negroniweek.com to donate today!



[Make Donation Now](#)

LOOKING FOR SOME MORE INSPIRATION FOR YOUR NEGRONIS?

We hope you enjoyed the Classic Negroni recipes and our expert tips to help you make the perfect Negroni at home.

Don't forget to [Download Volume Two](#) of the Campari Negroni Book which includes over 50 contemporary Negroni twists from some of Australia's and New Zealand's most creative bartenders.

If you are ready to try your hand at making your favourite Negroni, why not share your creation with us on Instagram and tag:

@campariAU
#NegroniBook
#MyNegroni

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www.campariau.com

NOT FOR SALE

Get the facts DrinkWise.org.au