



**BRAND  
HERITAGE**

*Turning (Almost) 100*

# TURNING (ALMOST) 100

## *A Century of Milestones*

# 1912

*It can be said that Aperol is the perfect result of seven years' hard work, experimentation and dedication from the Barbieri brothers, Luigi and Silvio, who inherited a liqueur company from their father, Giuseppe, in 1912.*

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Poster for the announcement of the Padua Trade Fair

Though nobody knew it at the time, approximately 100 years after its inception in 1919, Aperol would have grown to become one of the best-loved drinks in Italy and beyond; the light and orange apéritif *par excellence*.

Back in 1919, the city of Padua hosted the first trade fair in Italy after undergoing a full economic revival following World War One. It represented such a milestone that Luigi and Silvio Barbieri, chose this monumental event to unveil their latest product to the public for the very first time. Aperol, an apéritif with a simple yet effective name, was born.

Aperol was to be one of the first successes for the Barbieri liqueur industry, which had already earned a special place in the hearts of connoisseurs with OVOS, an eggnog-based liqueur, typical of the area surrounding Padua. The years that followed saw one success after another, which allowed the Barbieri brothers' small laboratory to expand at a fast pace until it became a modern business.

The Barbieri family's success appeared to have taken off, but the company's brilliant ascent was interrupted in the 1940s when Padua was heavily bombed during World War Two; it wasn't until 1946 that recovery began once again and this difficult period was cast in history.

Their old factories may have been bombed, but this in no way demoralised the family, who began rebuilding new premises, opting for machinery that was modern, innovative and above all, capable of handling the ever-increasing demand for their products, whilst also guaranteeing the 'freshly' made production of Aperol.

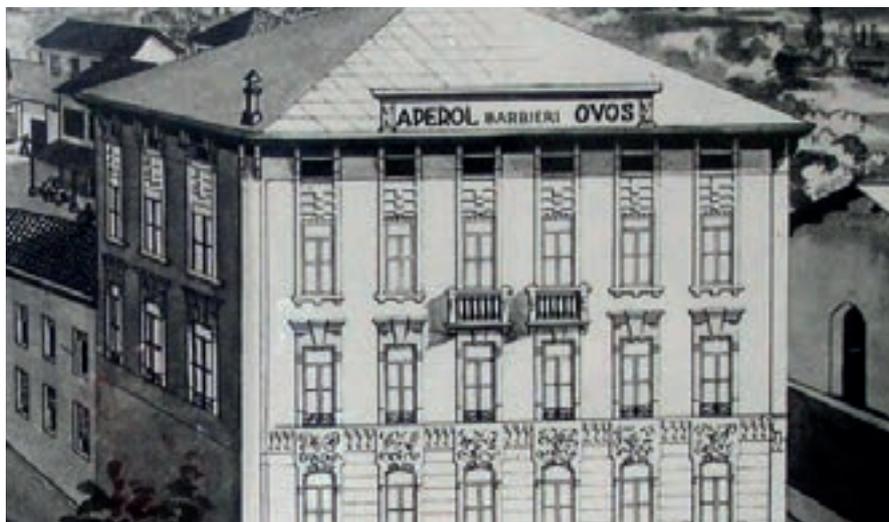
Successful years followed, and after the death of the two individuals responsible for driving Aperol's success, everything was passed into the hands of their heirs; continuing the heartening and uplifting story which contributed to Aperol becoming one of the Italy's most cherished drinks.



*A magical alchemy of distillation unmistakable to the eye and the palate alike, Aperol's **uniqueness** is characterised by its bright and lively orange hue and perfectly bittersweet flavour, which results from its highly secret recipe which has remained unaltered since its inception. A **revolutionary** drink, **Aperol has always been adept at predicting, interpreting and adapting to cultural and social changes whilst remaining loyal to its bright, lively spirit** from the day it first launched, in 1919, to the present day, almost a century later.*



Aperol Ovos Factory - Women breaking the eggs.



Aperol Ovos Factory.

# HISTORIC MILESTONES

## 1919

*The Italian apéritif is born. Aperol is created in 1919 by brothers, Luigi and Silvio Barbieri, who, it is said spent seven years in research and development, before presenting their creation for the first time at the Trade Fair in Padua, Italy.*

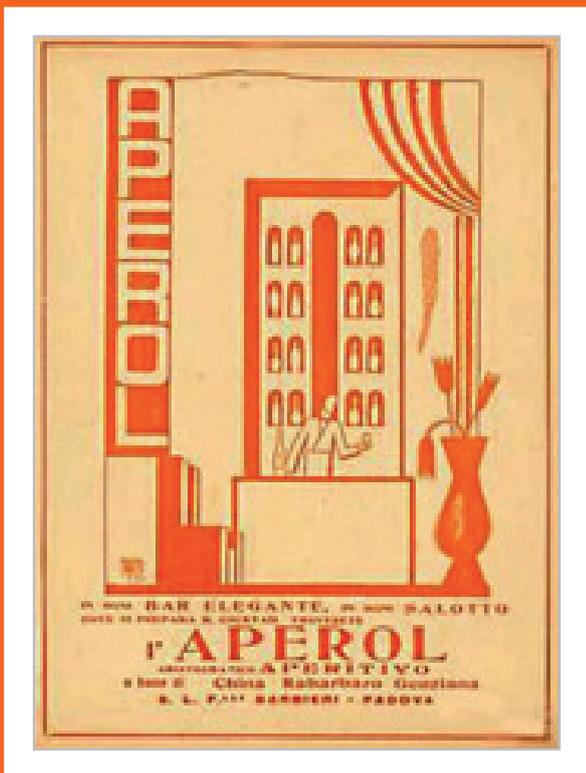
It was Silvio Barbieri who coined the name 'Aperol', having taken inspiration from the French term for apéritif, 'Apéro', which he discovered while visiting France. With just 11%<sup>1</sup>

alcohol, Aperol is light but with a rich taste, derived from the infused mix of high-quality herbs and roots that characterise its unique sweet flavour, as one of Italy's best-loved alcoholic drinks.

<sup>1</sup>15 % alcohol for the French and German markets

## 1920

*In 1920, the first advertising posters appeared both in and outside of bars. It is within these works that the iconic orange hue became Aperol's distinctive colour signature.*



1920 Aperol Poster.

# HISTORIC MILESTONES

## 1930

*Aperol for athletes and women. Thanks to its rich, pleasant taste and above all, its low alcohol content - an element of its success which should not be overlooked - Aperol performed well in a market dominated by drinks with a high-alcohol content, consequently becoming one of the most popular drinks among women and athletes. This unique claim allowed Aperol to convey a message in line with the communication style and language at that time.*

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Historical image of Aperol advertising on a tram in Milan.

It is also believed that Silvio Barbieri, heir to Giuseppe Barbieri, the company's founder, had, among other things, a passion for sport. In fact, during the 1928-1930 season, the young Silvio

was president of Calcio Padova<sup>2</sup>. During this prosperous timeframe, the football team managed to win a place in the Serie A (the Italian first league).

<sup>2</sup> Biancoscudo, a hundred years of Calcio Padova, by Massimo Candotti and Carlo Della Mea - EditVallardi 2009



Fashions come and go...but... Aperol always remains everyone's favourite aperitif.



1931, Carlo Pandolfi, aka Piquillo.

# HISTORIC MILESTONES

## 1950

***Aperol Spritz.** To date, we have no certain idea of when the “spritz” was actually created. What we do know for certain, is that it was initially colourless in its appearance, before being splashed with Aperol to acquire the typical orange colour that made the drink and serve famous.*

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We also know that it was during the 1950s when the recipe, as we know it today, took shape, comprising three parts Prosecco D.O.C., two parts Aperol and one part soda water. We presume its origins lie in the ‘Venetian Spritz’; created as a cocktail in the 1920s and inspired by the widespread 19th century tendency among soldiers in the Austrian empire to water down the high alcohol content of Venetian wines with a touch of seltzer or carbonated water.

In this particular case the term ‘spritz’ seems to derive

from the Austrian-German word ‘spritzen’, which means “to spray” - exactly the gesture of watering down the drink with carbonated soda water.

Despite having always been popular in Italy’s Veneto region, it wasn’t until 2000 that this process of spritzing became more widespread in Northern Italy and later, on the world stage, earning Spritz Veneziano a place on the International Bartender Association’s list (IBA).

## 1960

***Carosello advert “Ah, Aperol!”** The Aperol brand took off with the launch of an advertising campaign on Carosello, a TV format that combined comedy sketches with advertising jingles, as an unmissable evening event for thousands of Italians in the 1960s.*

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Aperol became a part of the collective imagination of viewers and the historical advert “Ah Aperol”, featuring the great Italian actor, Tino

Buazzelli, who clapped his hand on his forehead and exclaimed “Ah, Aperol!”, soon became an Italian legend as the exclamation went viral.



Aperol Buazzelli.

## HISTORIC MILESTONES

# 1967

*Aperol moves to Arcobaleno. Following the huge success of Carosello and considering the high demand for the few advertising slots available on the programme, on 15th November 1967, Aperol had its on-air debut with Arcobaleno, the advertising space that preceded the Italian evening news. It achieved extraordinary penetration, entering Italian homes precisely at apéritif time, adding great brand relevance.*

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# 1980

*“I Drink Aperol, What About You” - the revolutionary advert. Come 1980, Aperol had taken on a much more revolutionary, cosmopolitan and international approach to its style of advertising. Italians lost their heads over Holly Higgins; the beautiful star of the brand’s latest TV advert, who lifted her miniskirt to climb on to a motorbike while on her way to meet friends in a Miami bar, before proclaiming the famous slogan: “I drink Aperol, what about you?”*

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Aperol Spritz in a bacaro in Venice.

# HISTORIC MILESTONES

## 1990

*Lorenzo Mattotti – Aperol and art. From shapes to colours and lettering, nothing is left to chance on an Aperol bottle; a concentration of style and a true artistic icon for industry collectors and connoisseurs alike. The intrinsic link between aesthetics and Aperol was effervescent from the outset. In the 1990s, Lorenzo Mattotti, an artist from Brescia, celebrated the brand's natural connection with the world of art by creating a series of artistic posters; a pure expression of the pleasure of drinking Aperol.*

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Mattotti created five pieces of work, each depicting different scenes of men and women sipping Aperol, using his minimalist, unmistakable style while simultaneously being extremely evocative. His works were inspired by the canvases of José Muñoz and Carlos Sampayo, and they bore Mattotti's

highly personalised trait, consisting of evocative atmospheres inspired by the languages of European and twentieth century art - the perfect context in which to introduce Aperol, highlighting its appeal as a fresh, contemporary drink; always modern and abreast with the times.



Lorenzo Mattotti.

*“Shapes, colours, lettering and style, nothing is left to chance on the Aperol bottle: a concentration of art deco style as well as a true artistic icon for industry collectors and connoisseurs”*

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## HISTORIC MILESTONES

# 2003

*Gruppo Campari. 2003 saw Gruppo Campari acquire the Aperol brand following their takeover of Barbero 1891. Aperol is boosted by further growth, thanks in majority to the popularity of Aperol Spritz.*

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# 2005

*The Phenomenon “Happy Spritz, Happy Aperol!” reaches Italy. Aperol Spritz, the trendy apéritif synonymous with fun and a desire to be together, becomes the company’s focal communication point. An advert featuring a model strutting along a catwalk of bar tables to serve Aperol Spritz debuts, with the final closing line, “Happy Spritz, Happy Aperol!” focusing on the highly popular spritz, which is by this time, inextricably linked to Aperol.*

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Aperol Spritz.

# HISTORIC MILESTONES

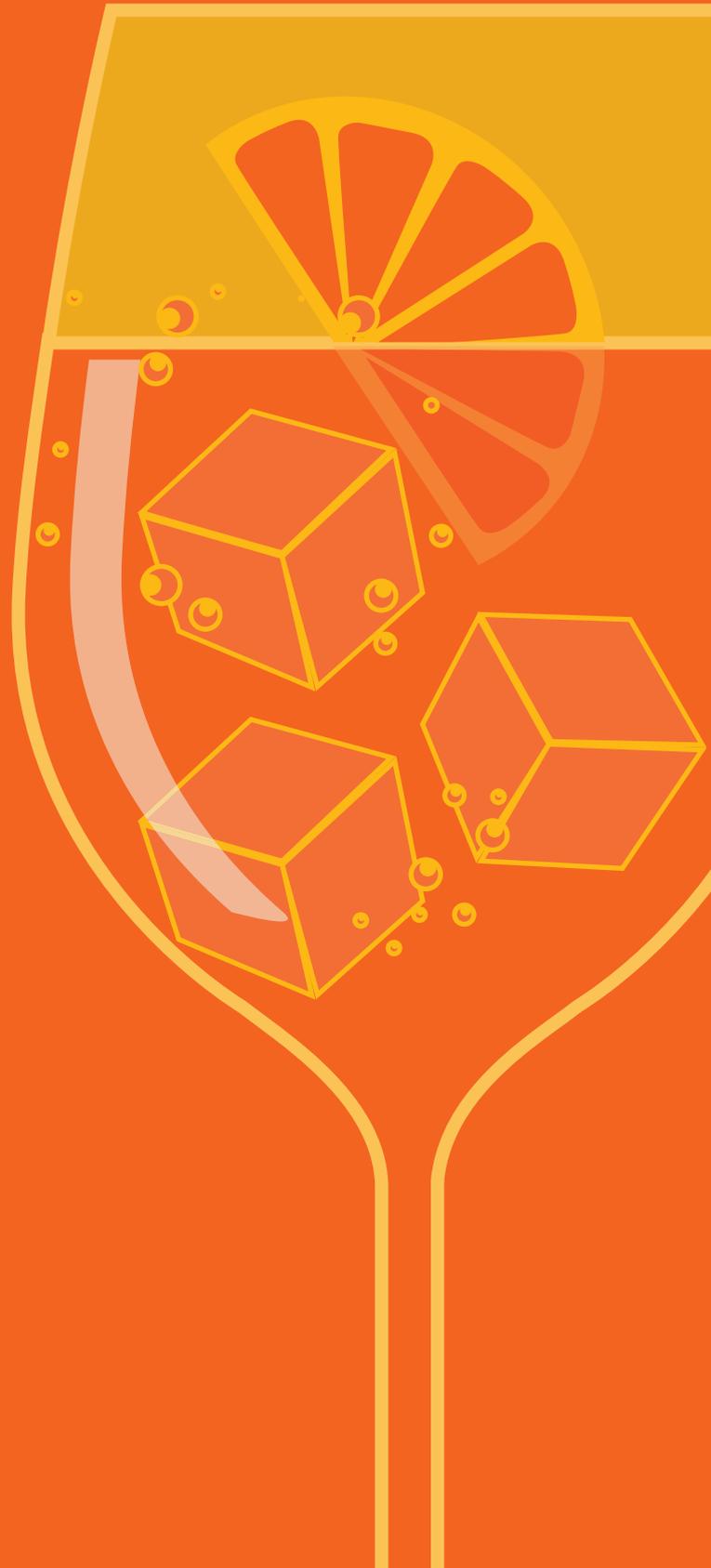
## 2011

***Aperol Spritz Home Edition Is Launched.** Aperol Spritz becomes a ready-to-serve 'home edition'; an innovative product designed to allow consumers to enjoy a perfectly blended pre-mix of the popular spritz at home, by adding just a slice of orange and a little ice. Available in Austria and Belgium, Aperol Spritz Home Edition enabled the brand's liveliness to penetrate the homes of millions of consumers.*

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*In 2011, during the International Bartender Association (IBA) annual conference in Warsaw, the **Spritz Veneziano** was added to the list of Official Drinks. The IBA Official Drinks includes a list of cocktails which are selected by the association as the most notable and frequently-made cocktails by professional bartenders around the world. Spritz Veneziano, of course, features Aperol among its key ingredients.*

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# HISTORIC MILESTONES

## 2012

***Guinness World Record: Aperol Spritz! Happy Record!*** On 29th June 2012, Aperol Spritz paid homage to its adopted city, Venice, and the many admirers of the well-known apéritif, by setting the first “Aperol Spritz! Happy Record!” 2,600 people came together in St. Mark’s Square, Venice, to simultaneously toast with a glass of Aperol Spritz, establishing a new Guinness World Record for “the largest Aperol Spritz toast in the world”. Those present took part in this great, social event with enthusiasm, making history while enjoying their perfect apéritif.

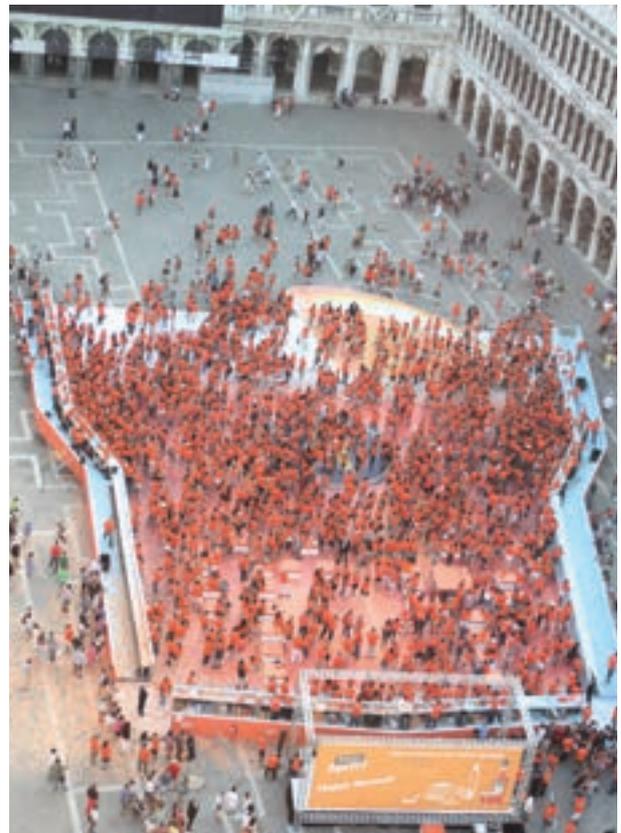
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The modern phenomenon and the story of Aperol has reached global status as consumers all over the world enjoy Aperol Spritz. A lively drink that evokes the Italian lifestyle; its low alcohol content, refreshing flavour and bright orange colour make it the perfect

drink whether relaxing with friends, having a drink before a meal or as an apéritif with light food. Sunny and full of vitality, the unique Aperol taste is deliciously Italian but with a totally international appeal.

*Aperol Spritz is now a global phenomenon to be continued...*

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St. Mark's Square, Venice.

# TRADITION MEETS MODERNITY

*From its launch, Aperol has stood out thanks to its lively, orange colour and the inimitable bittersweet taste that makes it unique and the epitome of Italian aperitifs. With a recipe that has remained unaltered since its inception, the Aperol bottle takes inspiration from the decorative style and shapes that characterised the Art Deco period. Late 19th and early 20th century design and architecture, which includes depictions of leaves and flowers using sinuous lines are also a huge influence. The typical kink on the top of the bottle linking the long neck with the rounded shoulders, results in a strong ascending architectural effect, while the Aperol logotype reveals a lively natural attitude contributing to an overall fresh and light-hearted feeling.*

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The colour code on the label has also remained consistent. Combined, these elements have lasted over time to become emblematic of a drink, which, over 100 years of history, has managed to meet and adapt to the needs of its consumers.

A curious fact - one distinctive sign which can be seen on the

label, for those in the know, is the 11° inclination of the logo - reflecting the percentage of alcohol content contained within this magical alchemy of distillation.





# APEROL SPRITZ, BÀCARO AND CICCHETTI

*A Cultural Phenomenon*

## Today

*Aperol Spritz is one of the most widely consumed cocktails in the world, having become a true, cultural phenomenon.*



Light, fizzy and refreshing, Aperol Spritz was recognised by the **International Bartender Association (IBA)** during their 2011 annual congress in Warsaw, with the jury of experts adding Spritz Veneziano, which is prepared with Aperol, to its **Official Drinks category**, which includes the most famous cocktails served by professional barman around the world.

**The name 'Veneziano' is linked to the origin of the 'spritz' itself.** It seems that the term came into use during the Austrian occupation of Veneto in the 19th century. The origin of the name can, in fact, be traced to the German verb *'spritzen'*, *"to spray"*, which reflects the gesture of adding water to wine. Soldiers, traders, diplomats and workers from the Hapsburg Empire who were allocated to Veneto, could

not get used to the strong Venetian wines compared to the levels of alcohol to which they were accustomed to. For this reason, local hosts were requested to spray a little water into the wine to make it lighter. If the origin of the word 'spritz' is Austrian, the tendency to mix wine with water was a typically Venetian tradition preceding the arrival of the Austrians. Some claim that it dates back to medieval times; others consider it to stem from the Roman era while there are also those who claim the tradition coincides with the invention of wine by the Paleo Veneto people.

**An initial evolution of the spritz came about in the 1900s**, when soda water siphons became popular. **Soda water**, by definition, is very fizzy water which blends well in the preparation of cocktails. Unlike fizzy mineral water, in which the liquid

is carbonated during bottling; the fizz in soda water is added via a small gas cylinder connected to the bottle. Thanks to soda water, which originated in the city of Selters, home to a mineral water rich in carbon dioxide, it was possible to make a spritz fizzy even when mixed with still, reposing wines. This evolution

introduced the drink to a new clientele, including Austrian noble women in search of a light drink with a hint of glamour, thanks to its presentation. **The idea of linking Aperol to this tradition came about in the 1920s and 1930s** between Padua and Venice.



Aperol Spritz in Venice.



With its original recipe consisting of three parts Prosecco D.O.C., two parts Aperol and one part soda, Aperol Spritz would become strongly rooted in Venetian culture, while also growing to

become enjoyed around the world.

**Aperol Spritz became incredibly popular and from the 1970s onwards, as the most well-liked and consumed drink in Venetian bars;** the so called **bàcari**. Preservers of local culinary tradition, the *bàcari* are the epitome of the 'Venetian way of life', which professes the culture of staying together, enjoying good food and sipping an apéritif. The *bàcari* are well known to local Venetians

who arrange to meet there for a '*ciccheto*' before lunch or dinner. *Ciccheto* derives from '*ciccus*' which is a Latin term for "a very small quantity" - the type of snack to enjoy before lunch or dinner in the company of close friends. Any tourist worth their salt must drop into a *bàcari*, to enjoy their own experience in the shade of St. Mark's Basilica.

**Originating in Veneto, the culture of Aperol Spritz has spread throughout Italy,** and beyond. Its low

alcohol content, its light fizzy and refreshing taste and its lively, orange colour make it an ideal drink for enjoying with friends, before a meal or at apéritif hour. Aperol Spritz has an unmistakable and pleasant flavour of Italy while, at the same time, boasting an international appeal which makes it a cult apéritif, even abroad. In Slovenia and Croatia, both countries with strong traditional ties to Venetian culture, apéritif time - a time for social drinking - is synonymous with Aperol Spritz.

*A curious fact: Aperol Spritz' fame has stretched across the ocean to proliferate the big screens of Hollywood, with Robert De Niro having sipped one during a scene from the film, Meet the Fockers, with Dustin Hoffman<sup>3</sup>, who plays the son-in-law's father in the light-hearted comedy.*

<sup>3</sup> Source: <http://www.terrazzaaperol.it/it/aperitivo/>

# BÀCARO AND CICCHETTI

## *Places Of Excellence And Food Combinations*

## Bàcaro

*When we talk about bàcari we refer to typical Venetian haunts which differ from everyday taverns in the way in which snacks and food are served, their presentation and for the size of their interiors. A bàcaro tends to be small, with only a few places to sit, featuring counters with high stools and cabinets to display food. This food is known as 'cicchetti' and is generally sold individually, with customers compiling their own plate with different varieties of extravagant tasting portions.*



Tourists tend to visit the *bàcari* for full meals, while the 'locals' use them mostly as a meeting place for a drink, or as a stop off point on a tour of different places during an evening dedicated to enjoyment and fine drinking, where the food is solely an accompaniment (one or two pieces), so as not to consume drinks on a completely empty stomach. These two scenarios offer completely different philosophies on how to make use of the same place and nowadays, both can be regarded as 'important' and 'special', despite the fact that the *bàcaro* was created mainly as a destination for an apéritif, rather than

for lunch or dinner. The *cicchetto* is therefore inextricably linked with the moment of drinking; in particular, at the outset, it was linked to a 'shadow' or rather, a glass of wine. This terminology appears to take its name from the ancient habit of merchants' placing their wine stalls under the shade of St. Mark's bell tower in Venice to keep their wine fresh for their customers. Even today in the lagoon city, one says "go for shade" when talking about the custom of snacking mid-morning.

Today, the strongly-rooted Venetian tradition of a glass of wine is often replaced with an Aperol Spritz, extending to evening time, while the



Bacaro window display.



variety of *cicchetti* varies greatly depending on the time of year. It is often a simple taste of either hot or cold fish or cured meat, placed on a piece of bread. While sipping a 'shade' it can be possible,

for example, to taste some salt cod, sardines in saòr, clams, sea snails, freshly boiled small octopus (*moscardini*) and veal cartilages boiled and served in vinegar and oil.

# BÀCARO AND CICHETTI

## *Places Of Excellence And Food Combinations*

*The original cicchetti to pair with Aperol Spritz are:*

### ***Sardines In Saòr***

*Sardines marinated in a mix of gently cooked white onions with vinegar, sultanas and pine nuts, all preferably prepared at least 48 hours before being served, before being freshly fried and served in a sweet and sour sauce.*

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Sardines.

### ***Salted Cod***

*Salt cod is a typically traditional Venetian recipe and a delicate, sophisticated dish. It is a true, culinary miracle which manages to transform a common fish such as cod into a tasty dish that can be served with grilled white polenta or toasted bread croutons.*

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Salted Cod.

### ***Vovetto***

*Half a boiled egg dressed with salted anchovies.*

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Anchovies.

### ***Meatballs***

*Meatballs (the most typical cut of meat in the region), though in Veneto they are often reinterpreted as a ball of tuna or aubergines.*

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Selection of Meatballs.

# BÀCARO AND CICHETTI

## *Places Of Excellence And Food Combinations*

### **Musétto (Cotechino)**

*A typical Italian delicatessen product, similar to salami but which needs to be cooked. It is usually boiled and served with slices of grilled polenta. This type of cicchetto is generally served during autumn.*

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### **Spiénsa**

*Beef spleen boiled and cut into thin slices.*

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### **Folpetti**

*A small, tender boiled octopus.*

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### **Moéche**

*Local Veneto crab (commonly known as *Carcinus maenas* or '*Carcinus Mediterraneus*') which, when it reaches its maximum period of moulting, remains without a shell for a few hours before it starts becoming increasingly hard. Moéche are generally fried and can be found only on certain days during spring and autumn.*

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### **Artichoke Hearts**

*Steamed artichokes, dressed with garlic and parsley. This type of cicchetto is generally served during spring.*

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### **Sepoïne**

*A portion of small, grilled cuttlefish.*

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### **Masanéte**

*A small, tender boiled octopus.*

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Octopus.



Moéche.



Artichokes.



*Enjoy Aperol Responsibly*

