



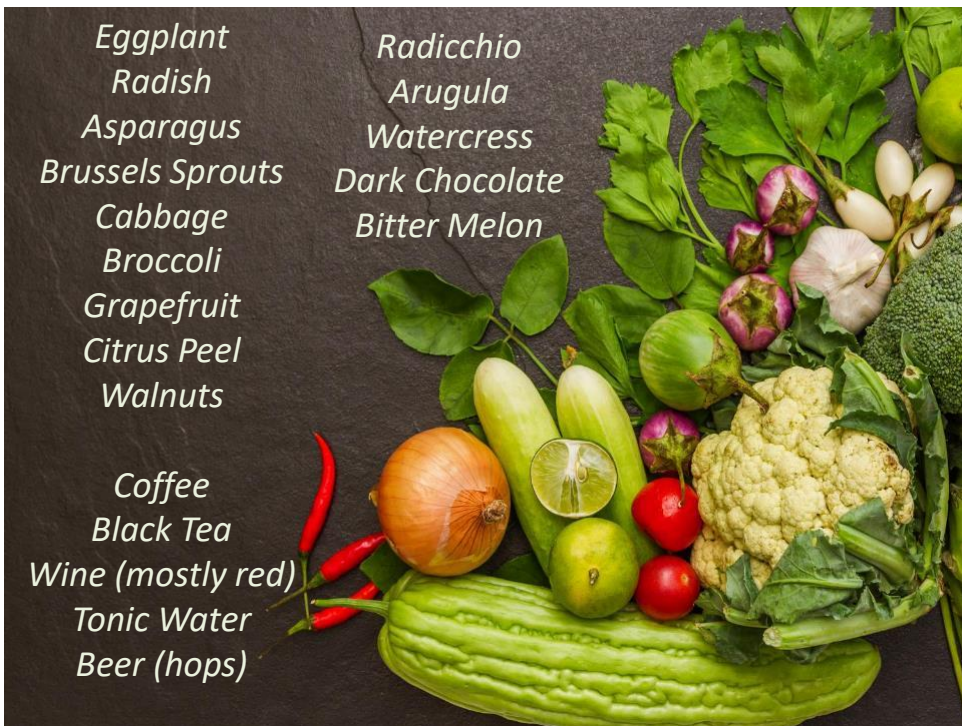
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Amari

Produced using wine or spirits
Infused with roots, spices, fruit, herbs, and
other botanicals; typically sweetened

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Carminative
An herb or other preparation that relieves
intestinal pressure

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 A large, clear glass bottle of Aperol liqueur stands on the left side of the advertisement. The bottle is filled with a bright orange liquid and has a dark blue label with the word "APEROL" in large white letters. Below it, the word "Aperitivo" is written in a cursive font, and "BARDIERI" is visible at the bottom of the label. The bottle is set against a background of horizontal orange stripes.

THE PERFECT APERITIF
The name says it all: Aperol is the perfect aperitif. Bright orange in colour, it has a unique taste, thanks to the secret recipe, which has never been changed, with infusions of selected ingredients including bitter and sweet oranges and many other herbs (including rhubarb) and roots in perfect proportions.

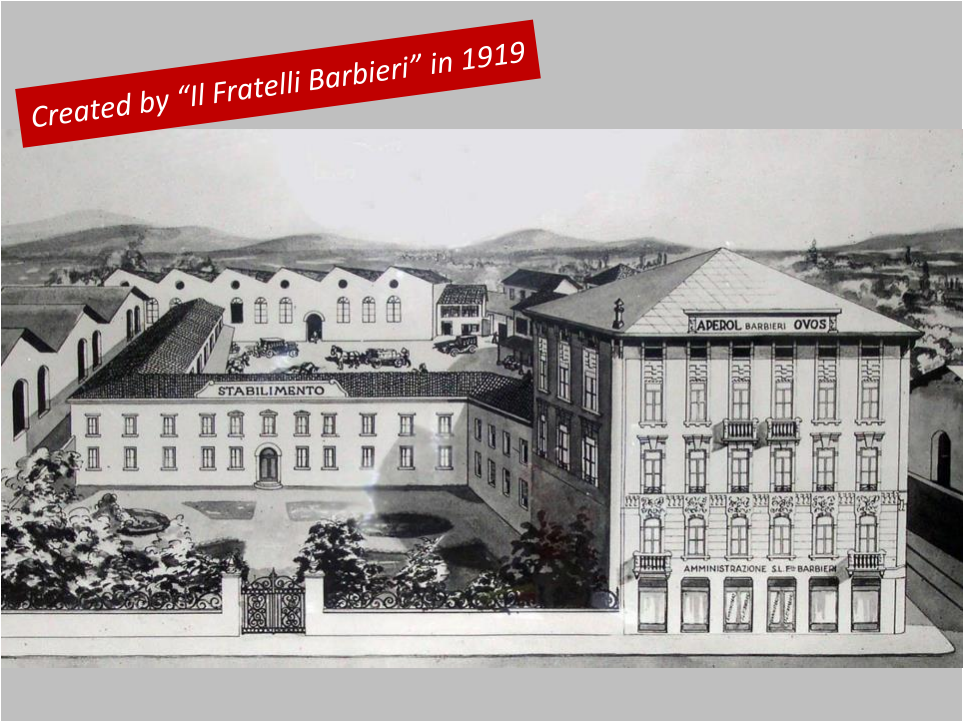
BRIGHT ORANGE COLOR
A magical infusion of bitter and sweet oranges

UNIQUE TASTE
A brilliant mix of herbs and roots, a secret recipe

LOW STRENGTH
11° alcohol content

 The advertisement features three small images on the right side. The top one shows a whole orange and a sliced orange. The middle one shows a bunch of fresh herbs, including rhubarb and purple flowers. The bottom one is a small circular logo for Aperol with the text "APEROL aperitivo 11° ALCOLICO SIB BARDIERI".

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True or False?

Rhubarb leaves contain a toxic substance known as oxalic acid.



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What are your tasting notes for Aperol?

- A lovely orange-red
- Orange aromas and flavors quite evident
- Fruity and floral on the nose
- Nice rich texture
- Starts sweet, the bitterness "sneaks up on you"
- 11% abv



33

Aperol Cocktails!



34

Paper Plane

created by Sam Ross

$\frac{3}{4}$ oz. Bourbon
 $\frac{3}{4}$ oz. Aperol
 $\frac{3}{4}$ oz. Amaro Nonino
 $\frac{3}{4}$ oz. fresh lemon juice
 Shake with ice,
 strain into a coupe



Photo credit: liquor.com

35

Aperol Spritz

3 parts Aperol
 2 parts Prosecco
 1 part sparkling water
 Serve over ice
 Slice/zest of orange



Photo credit: aperol.com

36

Amaro Bràulio

37



38

Created by Francesco Peloni in 1875

CONOSCI LA LEGGENDA?

Photo via: <https://www.amarobraulio.com/>

MENO MONDANO, PIÙ MONTANO. **BRAULIO**

The advertisement features a central image of a dark glass bottle of Braulio liqueur resting on a rustic wooden tree stump. The bottle's label is prominent, showing the brand name 'BRAULIO' and a small illustration of a mountain scene. The background is a scenic winter landscape with snow-covered ground, evergreen trees, and a large, rugged mountain peak under a clear blue sky. Text elements include a red banner at the top left with the text 'Created by Francesco Peloni in 1875', the headline 'CONOSCI LA LEGGENDA?' in large white letters at the top right, a photo credit at the bottom left, and the slogan 'MENO MONDANO, PIÙ MONTANO.' followed by the 'BRAULIO' logo at the bottom right.

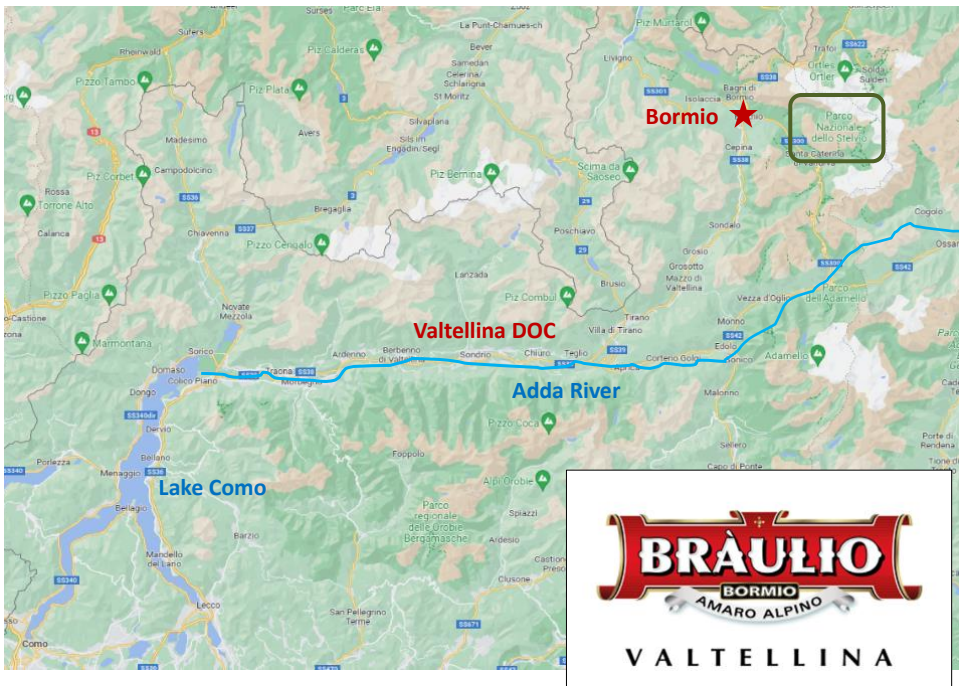
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What are your tasting notes for Amaro Bràulio?

- Amber brown/red
- Aromas of caramel, spice (clove, anise licorice), dried herbs, dark berries, dried fruit (prune, raisin), cola
- Bittersweet tastes; flavors mirror the aromas with the addition of balsam/resin/woody notes
- Lingering, clean (bitter) finish
- 21% abv



45

Amaro Bràulio Cocktails!



46

Amaro Caldo

4 oz. hot water
2 oz. Amaro Bràulio

Stir to combine in a
tempered glass; garnish
with lemon peel



Photo via: punchdrink.com

47

Nico

created by Matty Eggleston (Nico Osteria)

1 ¼ oz. gin
1 ¼ oz. Cocchi Americano
(Bianco)
½ oz. Amaro Bràulio
¾ oz. sparkling water

Stir with ice; strain; garnish
with lemon peel



Photo via: punchdrink.com

48

Campari

49



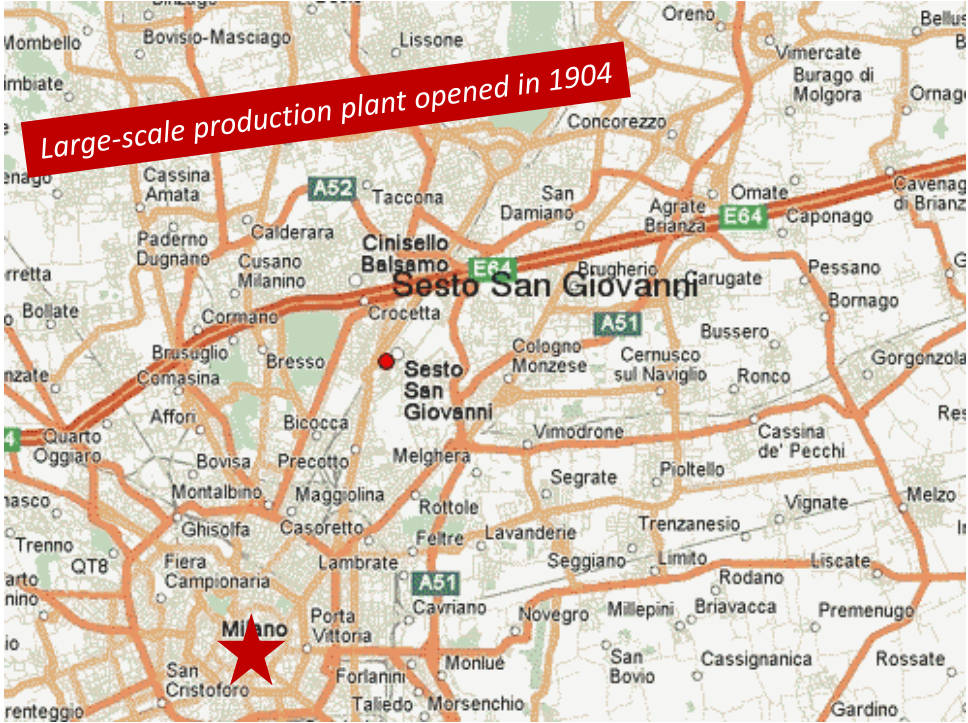
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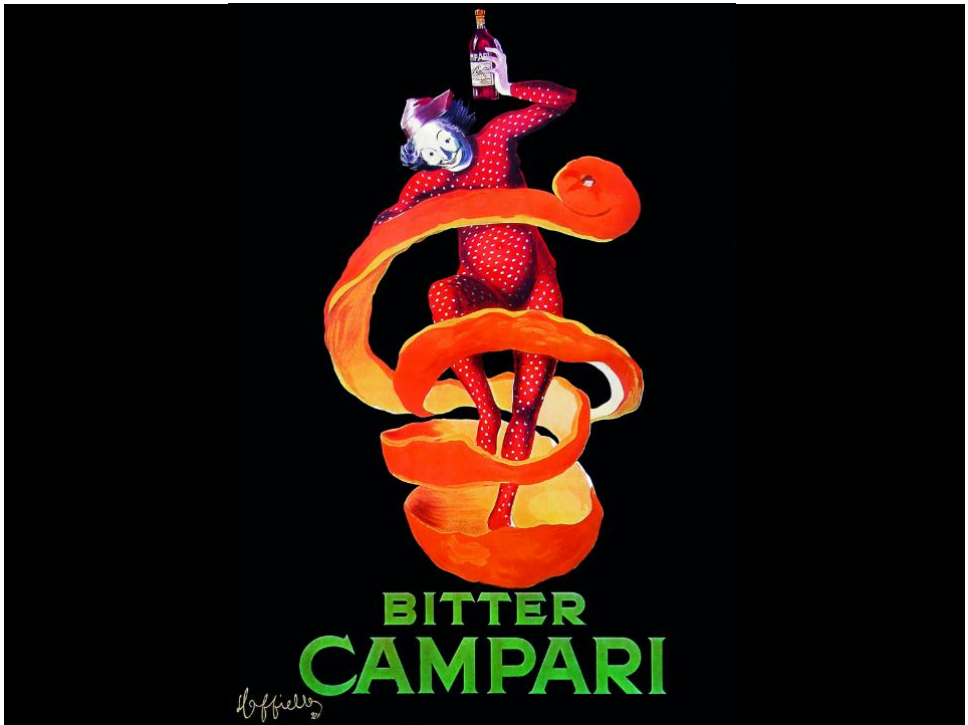
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The company says....

The recipe has remain
virtually unchanged and
consists of chinotto,
cascarilla, and a secret
mix of herbs, fruits,
and spices...

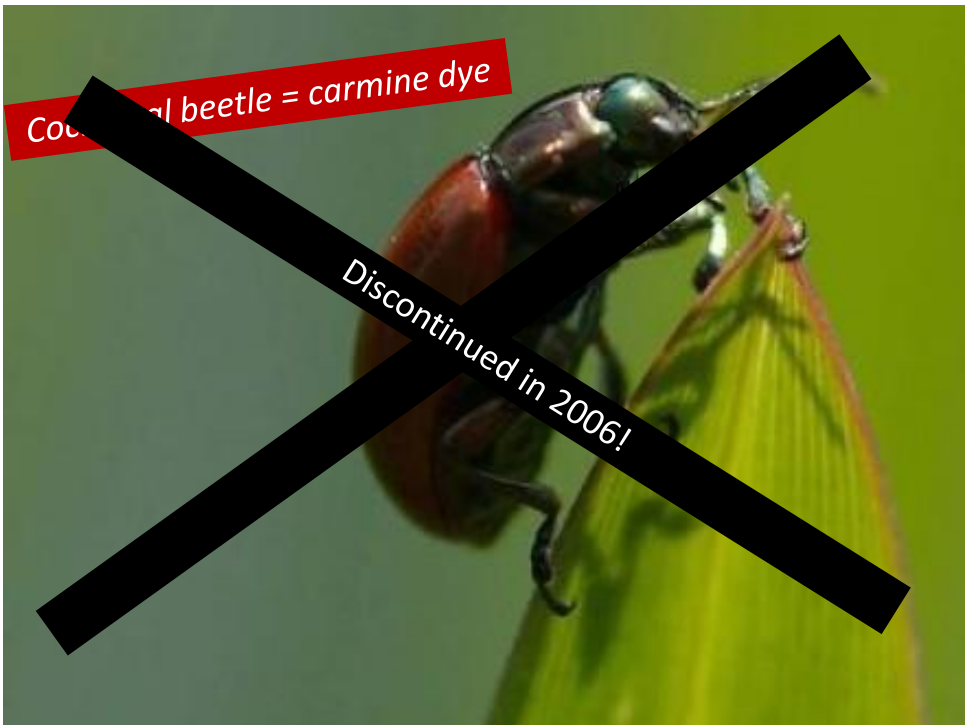
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60

What are your tasting notes for Campari?

- Bright-bright-bright red
- Notes of quinine, orange zest
- Floral and herbal on the nose
- Some fruit (bitter orange) in the flavor
- Sweet on the attack – the bitterness builds
- Lingering finish...still bitter
- 24% abv



61

Campari Cocktails!



62

Americano

1 oz. Campari
 1 oz. sweet vermouth
 Build over ice
 Top with sparkling water
 Slice/zest of orange*
 *Some recipes also use lemon



Photo credit: liquor.com

63

Negroni

1 oz. gin
 1 oz. Campari
 1 oz. sweet vermouth
 Serve over ice
 Slice of orange/zest of orange



Photo credit: liquor.com

64

Garibaldi

1 oz. Campari
 3 oz. orange juice
 Build over ice
 Slice/zest of orange

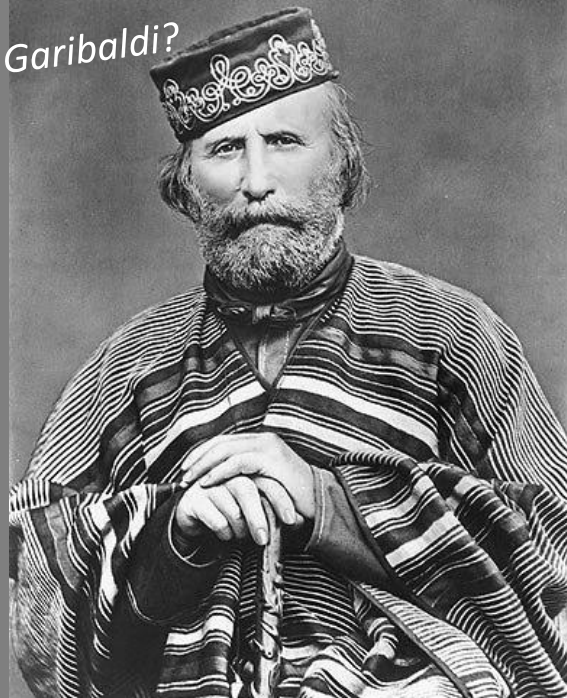


Photo credit: cocktailspiritsliquors.com

65

Who was Giuseppe Garibaldi?

- a. One of the heroes of Italian Unification
- b. The first man to climb Mount Vesuvius
- c. The founder of the Vatican security force



66

Cynar

67



68



69



70



Angelo Dalle Molle
Foundation Prize

Best project for improvement of quality of life

The Dalle Molle Foundation wishes to reward those who suggest research projects concerning the fundamental problems of processing information and new technologies aiming to facilitate access to this information, with the aim of improving everyday quality of life.

For 2010 the Foundation Board has decided to award **two prizes of 10,000 Swiss francs**.

Technologies to improve or facilitate social interaction and the quality of the environment will also be considered. The award may go to a research plan, a feasibility study or a general idea to be developed.

The competition is open to all professionals of any age of Swiss or Italian nationality or resident in Switzerland or Italy.

More information on the Dalle Molle Foundation and its institutes at www.dallemolle.ch.

Deadline for submitting projects:
Projects must be submitted to the Foundation Board before 19 November 2010.

Date of award ceremony:
During the 1st quarter 2011




71



72

The artichoke is a member of which botanical family?

a. Thistle
b. Radish
c. Basil
d. Onion



73

Ernesto Calindri

**CONTRO IL LOGORIO
DELLA VITA MODERNA...**



CYNAR. L'AMARO VERO, MA LEGGERO.

74

What are your tasting notes for Cynar?

- Darkish-brown; looks like coffee
- Very herbal aromas and yes...I can sniff out the artichoke (“vegetal”) aromas
- Sweet yet very bitter
- Flavors of caramel, toffee, molasses
- Bitterness lingers...sharp like lemon pith
- 16.5% abv



75

Cynar Cocktails!



76

Bitter Mimosa

Created by Autumn Giles

$\frac{3}{4}$ oz. Cynar
 3 oz. Pink Grapefruit Juice
 3 oz. Sparkling Wine

Stir Cynar together with juice, top with sparkling wine



Photo credit: Vicky Wasik

77

Cynar Manhattan

$\frac{1}{2}$ oz. Cynar
 2 oz. Rye Whiskey
 $\frac{3}{4}$ oz. Red Vermouth
 Maraschino Cherry Garnish

Shake with ice and strain



Photo credit: grupocampari.it

78

Averna

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82



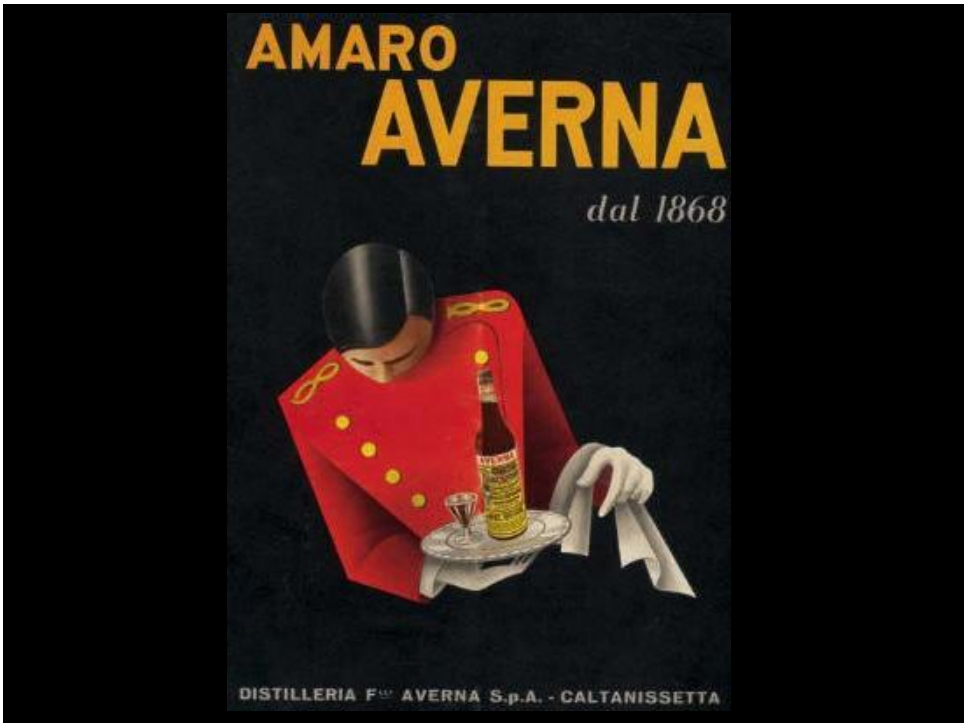
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88

What are your tasting notes for Averna?

- Dark, thick, coffee-colored...
- Aroma of cloves and allspice
- Orange-licorice-cola-sassafras-chocolate
- Juniper-rosemary-sage
- Sweet with a bitter "bite"
- Earthy notes, slight "mustiness"
- 29% abv



89

Averna Cocktails!



90

Black Manhattan

2 oz. Bourbon
 1 oz. Averna
 Dash Angostura bitters
 Maraschino cherry garnish

Shake with ice, strain



Photo credit: Camparigroup.com

91

Vertigo

created by Duggan McDonnell

½ oz. Lemon juice
 Ginger beer/ale
 2 oz. Averna
 Lemon wedge garnish
 Stir lemon juice and ginger ale w/ice
 Float Averna on top



Photo credit: about.com

92

Fernet- Branca

93



94



95



96

Paging Doctor Fernet...



97

Over 40 ingredients



98



99

Who is this Fernet-sipping character?

- a. Max Eckhardt
- b. Alfred Pennyworth
- c. Nigel Powers



100



Popular in SF

101



Popular in Argentina

102

Fernet con Cola



Photo credit: Pablo Paseiro via Wikimedia

103

What are your tasting notes for Fernet-Branca?

- Medicinal, with a licorice spike
- A cross between medicine, crushed plants, and bitter mud
- Dark brown, opaque
- Spicy, herbal, redolent of menthol
- More bitter/less sweet than others
- 39% abv



104



105

Toronto

2 oz. Rye Whiskey*

¼ oz. Fernet Branca

¼ oz. Simple Syrup

2 dashes Angostura Bitters

Stir over ice and strain; garnish
with orange zest

*Some publications specify Canadian whisky



Photo credit: <http://www.davidebovitz.com>

106

Hanky-Panky

created by Ada Coleman

1 ½ oz. Gin
1 ½ oz. Sweet Vermouth
2 dashes Fernet Branca

Shake with ice and strain



Photo credit: Tim Sackton via Wikimedia

107



108

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