

Centro
Formazione
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Erasmus+

ITALIAN COCKTAILS

presentation



SPRITZ

The origin of the SPRITZ can be traced back to the beginning of the 19th Century with the Austrian Empire, which had the custom of diluting wine with sparkling water to lower the alcohol content. The origin of the name is in fact German, and derives from the verb 'spritzen' (=to sprinkle), and thus to make the gesture of diluting wine with sparkling water.

The spritz became a real cocktail in the 1920s and was born between Padua and Venice after the First World War.

In the 1970s, the Spritz began its ascent to become one of the most famous and loved drinks of all time.



AMERICANO

The history of the AMERICANO cocktail is still uncertain and debated today. Two are the most accredited theories regarding the birth of this famous mixed drink: the first, which is also the most probable one, says that it was born as a variation of a drink in vogue between the 1860s and the 1930s, namely the Milano-Torino. According to this theory, the first Americano was served at Bar Gaspare Campari around 1860, thanks to American tourists

who often asked the bartender for soda in addition to the Milano-Torino.

The second hypothesis instead dates its creation to 1933, as a tribute to boxer Primo Carnera, also called 'the American' for his successes in the United States. Lending credence to this story is the fact that all the ingredients were typically Italian.

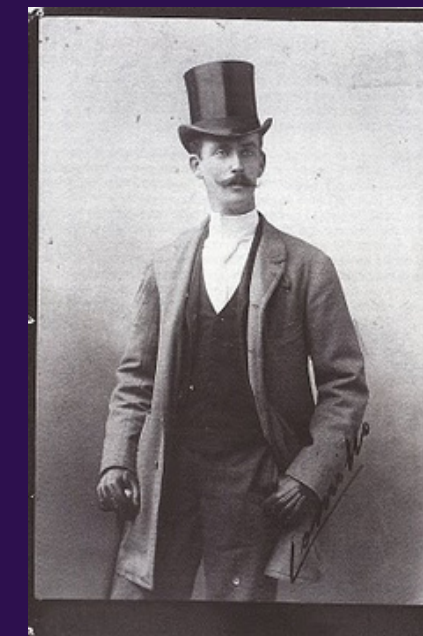


NEGRONI

The NEGRONI was created in 1919 at the Caffé Casoni in Florence, when Count Camillo Negroni, who had begun to appreciate stronger drinks while working and travelling in the American Wild West, asked bartender Fosco Scarzelli to strengthen his favourite cocktail, the Americano. The bartender swapped the standard sparkling water for a dash of gin and the beloved Negroni was born.

Soon, everyone began visiting Caffé Casoni to taste a Negroni!

After the success of the cocktail, the Negroni family rushed to ride the trend and founded the Negroni Distillery in Treviso, Italy, where they worked hard to produce the Negroni on an industrial scale.



SBAGLIATO

The Negroni Sbagliato, also known simply as SBAGLIATO, bears this name precisely because it was born by mistake. In fact, the Italian word 'sbagliato' means 'mistake', 'error'. This cocktail was born between 1960s and 1970s at the Bar Basso in Milan.

This cocktail was created by bartender Mirko Stocchetto, who, in a moment of distraction, accidentally took a bottle of sparkling wine from the counter instead of gin, and the person who had ordered the classic Negroni fell in love with this light, less-graduated version.





THANK YOU FOR
YOUR ATTENTION!

