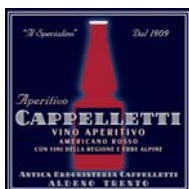


Aperitivo Cappelletti

- Traditional Italian red bitter for the Spritz
- Pleasant dry finish from a traditional wine base
- Yields a less sweet, more balanced Negroni or Americano
- Color is natural, from the traditional carmine red
- Venerable producer of aperitivi and amari in Alto Adige
- Legal for all wine/beer licenses; works well in beer cocktails

The Aperitivo Cappelletti, endearingly known to locals as just “Specialino”, may be the oldest style of the classic red bitter still in production. Unlike its larger commercial rivals, Cappelletti is less sweet and has a wonderful drying finish. Additionally, it still uses natural carmine color for a crimson red and retains a vinous texture from its wine base. It offers a vibrant and flavorful profile, complemented by bitter undertones on a traditional wine base. This yields a Negroni or Spritz that is dry and refreshing in the finish. It is made just outside of Trento in Alto Adige by the Cappelletti family, who also produce a number of other exceptional aperitivi and amari.



ABOUT ANTICA ERBORISTERIA CAPPELLETTI

The producer, which goes by the full name **Antica Erboristeria Cappelletti**, was first established in 1909. For most of their first century they were located in the historic Piazza Fiera in the center of Trento. Today they are located 20 km south of Trento in Aldeno, surrounded by vineyards and apple orchards. As the name would suggest, the firm was and is still today focused on products from traditional herbs, roots and flowers. They achieved fame in the region for their productions of amari and aperitivi, including the classic red bitter Aperitivo Cappelletti. All production is done in house by the fourth generation of the family, Luigi and Maddalena Cappelletti.



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The story of the “Spritz” we commonly see in Italy today shares a history with Cappelletti in the Triveneto. This drink is most typically a combination of a red bitter with wine, soda, and a slice of orange. Cappelletti is a true ace for wine-and-beer licensees. A Spritz ramps up the appetite at lower pour-cost than wine-by-the-glass. For beer bars, Cappelletti combines well with French farmhouse ales or Radler-type beers for intense refreshment. The acidity from Cappelletti’s wine base makes a Negroni drier, and more drying, on the palate, which stimulates the appetite and promotes food and wine sales.

ABOUT AROMATIZED WINES

Four categories in the world of **aromatized wines** stand out for their enduring impact on and historical importance to classic drinks. The primary three focus on one specific botanical; wormwood for **vermouth**, gentian for **Americano**, and cinchona for quinquina or chinato. Take note these are defined Aromatized Wine categories in the European Union (and in preceding French and Italian laws), so any product labelled as *Vermouth*, *Americano*, or *Quinquina* must be an **Aromatized Wine**. A wine-based version of the gentian-infused “red bitter” category, such as Cappelletti Aperitivo, is also an aromatized wine.

keeps 0-2 years (50-65°F)

keeps 6-8 weeks (refrigerate)

pour varies (55-59°F)

RECIPES

Boulevardier

Stir with ice:
1 oz rye whiskey
1 oz Aperitivo Cappelletti
1 oz Dolin Rouge Vermouth de Chambéry
Strain into a double rocks glass filled with ice.
Garnish with an orange peel.

Haus Negroni

Stir with ice:
1 oz Royal Dock of Deptford Navy Strength Gin
1 oz Aperitivo Cappelletti
1 oz Dolin Rouge Vermouth de Chambéry
Strain into a double rocks glass filled with ice.
Garnish with an orange peel.

The Roadie Cocktail

Build in a pint glass:
2-3 ice cubes
2.5 oz Aperitivo Cappelletti
12 oz Stiegl Grapefruit Radler
Garnish with an orange slice.

The Spritz

Build in a goblet or double rocks glass filled with ice:
1 oz Aperitivo Cappelletti
1.5 oz club soda
1 splash sparkling wine (optional)
Garnish with an orange wheel.

SKU	VINTAGE	REGION	ORIGIN	DESC	CEPAGE	% ALC	SIZE/PACK	FINISH	BTL BARCODE	CS BARCODE
HZ 9300	NV	Trentino-Alto Adige	IT	Bitter; Wine-based	Pinot Bianco, Garganega, Trebbiano	17.0%	750/12	screwcap	8018571001021	8018571011021