18 50

GANCIA

BITTER

An artisanal liqueur made according to the original Casa Gancia recipe, reviving a historic classic of its tradition while preserving its secrets and unique character. With its original mid-19th-century label, Bitter Gancia is a carefully crafted blend of herbs and spices, perfectly balanced between bitter and vegetal notes.

AVAILABLE FORMATS: 100Cl

TASTING NOTES

Colour: the colour is ruby red, bright and distinctive.
Nose: it reveals intense aromas of fruit and spicy notes that blend with aromatic herbs, creating a unique and distinctive blend.
Taste: it is fresh and dry, perfectly balanced in its bitter and vegetal notes, yet round and harmonious, with rich sweet and spicy nuances that complete the tasting experience and leave a pleasantly bitter finish.

TECHNICAL NOTES

Production area: Canelli
Primary ingredients: alcohol, sugar and aromatic herbs and spices, including cinchona and gentian.
Production process: the herbs and roots are carefully crushed before being immersed in an alcohol solution. The blend is then left to macerate for 21 days, allowing its aromatic essence to be gently extracted. Once the extraction is complete, the infusion rests for at least one month, achieving exceptional clarity and harmony.
Alcohol content: 25% vol.

SERVICE NOTES

Pairing: perfect enjoyed neat, on the rocks, or garnished with an orange twist. Bitter Gancia also reveals its full character in mixology, forming the foundation of timeless classics such as the Negroni and the Americano.
Serving temperature: 6-8° C, according to the occasion.

BITTER
Perfect serve

NEGRONI SBAGLIATO: *named after the fortunate "mistake" that inspired it, the Negroni Sbagliato was born in 1972 at the legendary Bar Basso in Milan, a historic institution of Italian aperitivo culture. Created by Mirko Stocchetto, this variation on the classic Negroni came about when brut sparkling wine was added instead of gin. Today, the Negroni Sbagliato remains a registered trademark of the bar where it originated and is celebrated as a lighter, more approachable interpretation of the iconic cocktail.*

Type: pre dinner (sparkling)

GLASS
Old Fashioned glass
MIXING METHODS
Build
INGREDIENTS
30 ml Bitter Gancia
30 ml Vermouth di Torino Rosso Gancia
30 ml Pinot di Pinot Brut
GARNISH
Orange slice

AMERICANO: *the Americano is a historic Italian cocktail, crafted from iconic ingredients such as bitter liqueur and Vermouth di Torino, topped with soda water to suit the tastes of international visitors. Elegant and refreshing, it wins over the palate from the first sip with its distinctive texture and harmonious balance of flavours. Rooted in a fascinating blend of tradition, marketing and popular culture, the Americano has become a global ambassador of the Italian aperitivo ritual.*

Type: pre dinner
IBA cocktail: The Unforgettables

GLASS
Old Fashioned glass
MIXING METHODS
Build
INGREDIENTS
30 ml Bitter Gancia
30 ml Vermouth di Torino Rosso Gancia
Soda splash
GARNISH
Half an orange wheel and a lemon twist