

# CAPPELLETTI NEGRONI INSORTI



Negroni Insorti ('insurgents') is at once as familiar as it is unexpected. It is a Negroni cocktail made in a singular construction, from raw ingredients to a finished product—every last detail is deliberate. It features the primary botanicals of its namesake: citrus peels, gentian, wormwood, and juniper, with fruits and flowers providing the color. Wine-based, and vegan-friendly. Enjoy over ice with an orange twist.

Made just outside of Trento in Alto Adige by the Cappelletti family. Outside of the “big three” of wormwood, gentian, and quinine, herbalists worldwide have used many flavors as the backbones of aromatized wines. Many of these wines no longer exist, and many of those flavorings have moved into spirit-based amari and liqueurs. A few examples of *vino amaro*, or wine-based amaro, still exist, and use herbal flavors that are harmonious and familiar to traditional drinkers worldwide. Because of their wine base, these products have vinous texture and a depth of flavor that add a welcome breadth when used in mixed drinks.

Trentino-Alto Adige, bordering Austria, is the most northern of Italian regions and is largely a mountainous territory. The region is rich in waterways and lakes. The climate is a typically mountain one, but towards Lake Garda can be described as characteristically Mediterranean. There are many protected nature reserves and parks, where Alpine fauna thrives. As a border region between Italy and the Germanic countries, Trentino was fought over for centuries. Still today, a significant portion of the inhabitants of the Province of Bolzano are German rather than Italian speakers. Originally started as a company “to sell wholesale and retail natural herbal remedies”, Giuseppe Cappelletti and his brothers founded Cappelletti in Oss Mazzurana, Trento in 1909. He was an herbalist and apothecary of great creativity and ability. After the First World War he started work on his great idea, to bring the benefits of the curative herbs to those who didn't want to endure long and difficult therapy treatments. The product range has increased over time and today along with bitters also grappas and sweet liqueurs are produced. The company now has a century of uninterrupted business in the hands of the same family.

Currently, the company is run by the fourth generation, custodian of the ancient formulas and immensely proud of their name. Along with things like modern steel tanks, the traditional hand presses are still used in production.

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## Tasting Note:

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## Shelf Talker:

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