

THE CLASSIC NEGRONI

REASONS TO BELIEVE

The Negroni is considered to be one of the most famous Italian cocktails in the world. The cocktail is a perfect mix of complex and bittersweet flavours, with Campari at its heart. The Negroni was recently named the #1 best selling Classic Cocktail in the world by Drinks International. There is opportunity to deliver exceptional cocktail experiences to your consumers through this highly profitable offering.



The Negroni is the #1 cocktail in the world, according to Drinks International. **It was Google's #5 most searched cocktail in 2022.**



Cocktail drinkers spend **\$11.64 on average** for a cocktail made with premium spirits; +\$0.54 more than average drinkers.



38% of Cocktail drinkers are drawn to high quality drinks; **+15% versus the average Canadian consumer.**

HOW TO MAKE THE PERFECT NEGRONI

1 oz Campari
1 oz Cinzano Rosso Sweet Vermouth
1 oz Gin

Combine all ingredients in a rocks glass over ice. Stir and garnish with a slice of orange.

NEGRONI PROFITABILITY

UNIT COST

Campari 750 mL

Price:

Cost per oz:

Cost per pour:

Sweet Vermouth 1 L

(Recommended: Cinzano Rosso)

Price:

Cost per oz:

Cost per pour:

Gin 750 mL

Price:

Cost per oz:

Cost per pour:

Garnish

Approx. cost
per pour:

**TOTAL COST
TO CUSTOMER:**

CUSTOMER PROFITABILITY

Menu Price:

Profit:

MARGIN:

Feature Price:

Profit:

MARGIN:



FOR MORE INFORMATION, PLEASE CONTACT YOUR
LOCAL CAMPARI CANADA REPRESENTATIVE.