**NOT JUST AN AMARO: FERNET-BRANCA, OVER 50 YEARS OF SUCCESSFUL CINEMATIC HISTORY**

***From Milano calibro 9 (1972) to the most recent “Maria” directed by Larraín, straight to the big screen: the timeless bond between Casa Branca and the history***

***of both national and international cinema***

*Milano, January 20, 2025* – **Fernet-Branca**, the iconic amaro by [Fratelli Branca Distillerie](https://www.brancadistillerie.com/), **continues to leave its mark on the history of cinema and Italian culture**. With a tradition dating back to 1845, Fernet-Branca has become a symbol of excellence and heritage, appreciated worldwide for its unique taste and distinctive image.

**A cinematic icon, from Italy to the world**

From the 1970s to today, Fernet-Branca has played a significant role in both Italian and international cinema, appearing alongside some of the greatest actors of all time. These unforgettable on-screen moments have reinforced its reputation as a **symbol of Italian excellence and tradition**, beloved both in its homeland and abroad.

During the economic boom of the 1970s, Fernet-Branca took center stage in films such as "**Milano calibro 9**" (1972) by Fernando Di Leo, where its iconic poster is prominently displayed in a key scene, as well as in “**Milano trema**” (1973) with Luc Merenda, and “**Romanzo Popolare**” (1974) set as the backdrop of the legendary Ornella Muti and Ugo Tognazzi.

The distinctively Italian design of its iconic bottle stands out in scenes from “**Vacanze Intelligenti**” (1978), starring Alberto Sordi and Anna Longhi, as well as in “**Mani di velluto**” (1979) with Eleonora Giorgi and Adriano Celentano.

It was ordered by “Perozzi” in “**Amici miei**” (1975), and decades later, it was spotted at the hotel bar in Sofia Coppola’s "**Lost in Translation**" (2003) where Bill Murray’s character orders it. One of its most memorable mentions comes in Christopher Nolan’s "**The Dark Knight Rises**", where Sir Michael Caine’s character recalls the personal ritual of ordering a Fernet-Branca in a cafè in Florence: **“*I went to Florence, there's this cafe, on the banks of the Arno. Every fine evening, I'd sit there and order a Fernet Branca.*”**. And let’s not forget "**A Star is Born**" (2018) where Bradley Cooper and Lady Gaga toast with a glass of Fernet-Branca.

**The brand’s latest appearance is in the film that best tells its story: “Maria”**, the biopic of opera star Maria Callas, directed by renowned Chilean filmmaker Pablo Larraín, in theaters from January 1, 2025, and already nominated for a Golden Globe.

Here, the brand’s story intertwines with the life of the legendary singer: legend has it that **Callas enjoyed a small glass of Fernet-Branca as part of her vocal warm-up ritual, enhancing it with fresh mint leaves**. This very combination is said to have inspired the creation of the unmistakable Brancamenta.

**With its presence in iconic films and its captivating history, Fernet-Branca continues to be a symbol of excellence and tradition, not only in the amaro world but also in the broader cultural and cinematic landscape, cementing its status as a unique and timeless brand.**

**ABOUT BRANCA**

Fratelli Branca Distillerie is a leading company in the premium spirits industry, with a history dating back to 1845. Thanks to a unique product range and a constant commitment to crafting high-quality beverages, the company has established itself as a global leader in the Beverage and Spirits sector. Despite its international success, Fratelli Branca Distillerie has remained true to its national roots and is still a 100% Made in Italy company, representing Italian quality worldwide. Under the leadership of President Niccolò Branca, the fifth generation of the Branca family, the company has significantly expanded the presence of its brands in over 160 countries, further strengthening its position as an industry leader. Fratelli Branca Distillerie’s brand portfolio features a wide range of premium and super-premium labels, including industry icons such as Fernet-Branca, Brancamenta, Stravecchio Branca, Carpano, Antica Formula by Carpano, Punt e Mes, Borghetti, and Grappa Candolini. The company’s motto, "Novare serbando" (innovate while preserving tradition), encapsulates its evolutionary approach—always looking to the future while staying true to the values that have made the Branca family’s industrial and entrepreneurial success so solid.

For more information, visit [www.fernetbranca.com](http://www.fernetbranca.com), [www.brancamenta.com](http://www.brancamenta.com/) and[www.brancadistillerie.com](http://www.brancadistillerie.com/), or follow Branca [@fernetbranca\_italia](https://instagram.com/fernetbranca_italia?igshid=NzZhOTFlYzFmZQ==), [Fernet-Branca](https://www.facebook.com/FernetBrancaItalia) and Brancamenta [@brancamenta\_it](https://www.instagram.com/brancamenta_it/), [Brancamenta](https://www.facebook.com/BrancamentaItalia) on social media.

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