



ANTICA FORMULA BRINGS GIACOSA'S NEGRONI HERITAGE TO LONDON WITH A FULL-HOUSE TAKEOVER AT 69 COLEBROOKE ROW

*A celebration of timeless Italian mixology and iconic serves,
with Antica Formula at the heart of every Negroni*

Milan, 4 July 2025 – **Antica Formula**, the iconic vermouth created by **Antonio Benedetto Carpano** and flagship of **Fratelli Branca Distillerie**, brought the spirit of the historic Florentine bar **Giacosa** and the **Negroni** to London for a one-night takeover at **69 Colebrooke Row**, one of the city's most acclaimed cocktail destinations, coinciding with the first edition of **Bar Convent London**. On Monday 30th June, over 100 cocktails were served to an audience of industry professionals, enthusiasts, and guests, with **Antica Formula at the heart of every pour** and the **Giacosa Negroni** as the most popular drink of the night. The guests felt as if they were transported straight to Florence, evoking a different time and place.

This unique event celebrated the **deep connection between Antica Formula, Giacosa, and 69 Colebrooke Row**, weaving together the origins of the Negroni with the evolution of contemporary mixology in the glass. It brought together **the first vermouth ever created, the iconic bar where the Negroni was born, and one of London's leading cocktail destinations**, all united to honour and reimagine the Negroni. As official sponsor, **Antica Formula was at the heart of the Giacosa Negroni on the specially curated menu by Giacosa Bar Manager Mirko Maurello**, showcasing the vermouth's unmatched character in both traditional and avant-garde serves. The evening was hosted by **Simone Bodini, Global Brand Ambassador Antica Formula**, who guided guests through the brand's story and its global commitment to excellence in mixology.

Crafted in limited batches from 1786 Antonio Benedetto Carpano's original vermouth recipe, **Antica Formula is globally recognised for its exceptional quality, authenticity and historical value, standing apart as the quintessential Italian vermouth**. Its exceptional quality stems from a carefully balanced blend of Italian white wines and select botanicals such as vanilla, saffron, and wormwood. With its deep garnet hue and complex notes of dried fruit, spices, and citrus, **Antica Formula brings depth and elegance to any cocktail—and is considered the gold standard for the Perfect Negroni**. As a recognised leader in the vermouth category, its consistently superior character and unmistakable complexity make it a benchmark for bartenders and enthusiasts alike, ensuring every serve delivers a uniquely refined experience.

Its role as the soul of this event affirmed its legacy: past, present, and future in every sip.

The collaboration between **Giacosa** and **69 Colebrooke Row** finds its natural soul in **Antica Formula, a vermouth that has been central to the evolution of the Negroni since its earliest days**. An icon of Florentine tradition, the story of **Caffè Giacosa** begins in 1919 within the walls of what was then known as **Caffè Casoni**, where Count Camillo Negroni inspired bartender **Fosco Scarselli** to create what would become the world's most iconic cocktail - the Negroni. In 1932, **Caffè Casoni** changed its name to **Caffè Giacosa**, which to this day proudly carries on the legacy of that historic moment. Originally founded in 1860 on Florence's renowned **Via Tornabuoni**, **Giacosa quickly became a favourite of international travellers and local tastemakers alike, establishing itself as a timeless institution at the heart of Italy's cocktail culture**. Its mission - to innovate without losing sight of tradition - perfectly mirrors **Antica Formula's** enduring spirit.

Similarly, **69 Colebrooke Row**, affectionately known as **The Bar with No Name**, is one of London's most **influential cocktail bars**. Known for looking to the future while remaining deeply rooted in tradition, its cinematic atmosphere and precision-driven cocktail program provided the ideal stage for telling the Negroni story in a contemporary key while aligning perfectly with **Giacosa** and **Antica Formula's** identity. The pairing of **Caffè Giacosa's** heritage with **69 Colebrooke Row's** modern edge, both unified by **Antica Formula's** unmistakable richness, delivered **an evening where past and future met in the glass**.



The evening's drink list is a bold expression of Giacosa's playful take on tradition, all elevated by Antica Formula's timeless flavour:

- **Giacosa Negroni**
A house-style Negroni with enhanced bitterness and aromatics, served over a crystal-clear ice chunk and finished with a spray of bitter orange.
- **Cosmo Negroni**
A vibrant fusion of Negroni and Cosmopolitan, this cocktail combines structure with colour and flair.
- **Coffee and Soda**
A creative twist on the Southern Italian coffee-soda tradition, infused with earthy, umami notes and nostalgic candy-style garnish.

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 <https://www.brancadistillerie.com/en/>

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