

The Classic That Keeps Giving

Some cocktails come and go. The Negroni stays.

For more than a century, this simple combination of gin, bitter aperitif and sweet vermouth has found its way onto bars around the world — and somehow, it never gets old.

Maybe that's the beauty of it.

A close-up photograph of a bartender's hand pouring a dark, amber-colored liquid from a bottle into a clear, faceted glass. The glass is partially filled with the same liquid and contains a large ice cube. The bartender is wearing a black watch on their left wrist. The background is dark and out of focus, showing a bar counter with a perforated metal surface.

The Negroni gives you a familiar starting point, but leaves plenty of room to make it your own. Change the gin, play with the proportions, introduce a new ingredient, or simply serve it with a different point of view. The foundation stays recognisable, while the possibilities keep expanding.

And that's exactly what makes it such a favourite behind the bar.

For us, Negroni Week is a chance to celebrate not just the cocktail itself, but the creativity that keeps it moving forward. From classic serves to unexpected interpretations, every bartender brings something different to the glass.

A close-up photograph of a bartender's hand pouring a golden-brown liquid from a metal jigger into a faceted glass. The bartender is wearing a black watch with a yellow accent. The background is dark and out of focus.

At its best, a Negroni has more than
three ingredients. It's balanced. It's
a character. It's a little bit bitter, a
little bit bold — and entirely open to
interpretation.

TRY IT WITH A SPICE
ISLANDS TWIST!

SPICED NEGRONI

INGREDIENTS:

20 ml East Indies Banda Fine Spiced

20 ml Sweet Vermouth

20 ml Campari

METHOD:

Stir with ice until chilled and well balanced.

GLASS:

Riedel Rock Glass with a clear ice block

GARNISH:

Orange slice or orange wedges

Simple, familiar, with a little extra spice.

So this Negroni Week, pour yourself a classic. Or make it your own.

After all, the best thing about a classic is finding your own way to make it yours.