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**Negroni**  
**Week**  
SEPT. 16 to 22  
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*A drink for a cause*

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**CAMPARI**  
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MILANO

*Presents*

**NEGRONI WEEK 2024 EVENTS AGENDA**  
**15-22 SEPTEMBER 2024**

'Negronis for a Good Cause' and where to find them!



imbibe and CAMPARI

# Negroni Week

SEPT. 16 to 22

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## ABOUT NEGRONI WEEK

In 2013 Campari and Imbibe Magazine launched Negroni Week as a celebration of one of the world's great cocktails and an effort to raise money for charitable causes around the world. Since then, Negroni Week has grown from about 120 participating venues to thousands of venues around the world, and to date, the initiative has raised over €5 million for charitable organizations. In 2022 Slow Food has become the sole partner for charitable projects, with the goal to maximize the impact this campaign can have worldwide.

*More info: [www.NegroniWeek.com](http://www.NegroniWeek.com)*



## ABOUT SLOW FOOD

Slow Food is a global movement of local communities and activists across more than 160 countries seeking to change the world through food and beverage. Slow Food envisions a world where everyone can enjoy food and beverage that is good for them, good for the people who produce it, and good for the planet.

Slow Food, Imbibe, and Campari are joining forces to multiply our collective impact, our outreach, and perspective through the power of food, beverages, and hospitality. Slow Food has been chosen as the official Negroni Week giving partner because the organization addresses so many of the needs participating Negroni Week venues have been most interested in supporting over the past 10 years. This includes sustainability, education, equity, and diversity, with hospitality, food, and drink woven throughout. Slow Food also has a global footprint, with chapters and initiatives in countries and cities all over the world, and most fittingly, it is an organization with roots in Italy, the birthplace of the Negroni. Slow Food represents the ethos of Negroni Week to cultivate community, foster equity and justice, and seek a better world for all through food and beverage.

*More info: [www.slowfood.com/funded-projects/slow-food-negroni-week-fund/](http://www.slowfood.com/funded-projects/slow-food-negroni-week-fund/)*



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## EVENTS AGENDA

- 1. Sunday 15/9**  
Kick-Off Event @ Soho House with Giorgio Bargiani - Connaught (London)
- 2. Monday 16/9**  
Rosalia's Menagerie - TATA (Copenhagen)
- 3. Tuesday 17/9**  
Groovy Fluids Lab - Jerry Thomas Bar Room (Rome)
- 4. Wednesday 18/9**  
Sonora - Freni & Frizioni (Rome)
- 5. Thursday 19/9**  
Vesper - Creps Al Born (Barcelona)
- 6. Friday 20/9**  
Fitz's Bar - Little Red Door (Paris)
- 7. Saturday 21/9**  
Door 74 - Bitter Sweet Lovers Night
- 8. Sunday 22/9**  
Closing Event @ LuminAir



# 1. SUNDAY

**DATE:** Sunday 15th of September  
**EVENT NAME:** Negroni Week '24 Kick off event  
**LOCATION:** Soho House – Spuistraat 210, 3HG, 1012 VT Amsterdam  
**TIME:** 18.00  
**REMARKS:** Invite Only

## INFORMATION

This year to kick-off the celebrations of Campari Negroni Week we'll host a unique party at Soho House Amsterdam, featuring a bar guest-shift by Giorgio Bargiani from Connaught Bar in London, several times awarded best bar in the World and this year nr. 5 in the World's 50 Best Bars ranking.

A group of well-known local bartenders, part of the Dutch Campari Club, will also be serving their Negroni twists during this evening to celebrate the Italian iconic classic cocktail, the most sold classic cocktail around the World!

## ABOUT CONNAUGHT BAR

If the quintessential hotel bar experience is about fine drinking and elegant hospitality, Connaught Bar is the exemplar. Here, surrounded by the gleaming David Collins-designed cubist decor, every detail is meticulously thought through, from the welcome to the goodbye and everything in between. The smoothness of the operation is driven by the ever-impressive trio of leaders: Agostino Perrone, Maura Milia and Giorgio Bargiani. Nothing is left to chance: eight hours of preparations goes into every service! *(source World's 50 Best Bars website).*



## ABOUT SOHO HOUSE

On the edge of the Singel canal, Soho House Amsterdam is housed in The Bungehuis, a 1930s Art Deco building, with original features such as restored timber panelling and stained-glass windows. Spread across seven floors, the building has a rooftop terrace and pool overlooking the Spuistraat, plus a Cowshed spa and a gym with canal views, complete with a sauna and steam room. As well as the House menu, which is served throughout the club, there's a Cecconi's Italian restaurant where you can order their delicious Negronis specially crafted for Negroni Week.



## 2. MONDAY

**DATE:** Monday 16th of September  
**EVENT NAME:** Rosalia's Menagerie guest shift with Tata, Copenhagen  
**LOCATION:** Rosalia's Menagerie – Kloveniersburgwal 20, 1012 CV Amsterdam  
**TIME:** 20.00 - 00.00  
**REMARKS:** Reservation needed

## INFORMATION

Rosalia's Menagerie, a cocktail bar inspired by Dutch heritage, with its rich history in the trade, distilling, and innovation, will host for the Negroni Week '24 another bar from the World's 50 Best Bars Discovery list, Tata – Copenhagen.

### ABOUT ROSALIA'S MENAGERIE



There are few things more typically Dutch than sipping genever beside a canal, and there are arguably few better places for it than Rosalia's Menagerie, in Amsterdam's De Wallen neighbourhood. This historic inn, located on one of the city's oldest canals, has been turned into a temple to Dutch spirits – it's thought to have the biggest genever selection in The Netherlands – not to mention the country's heritage more generally. These local spirits are employed in a variety of exciting ways by the bartenders here, showcasing them in a new and interesting light. Have the full experience – and stay late in the bar – by booking one of the rooms in Rosalia's Inn upstairs. *(source World's 50 Best Bars website).*



### ABOUT TATA, COPENHAGEN



Set within the Sanders boutique hotel, Tata is named after the red velvet curtain at the Royal Danish Theatre and states that – like its namesake – its mission is to provide the perfect backdrop to magical evenings. It seems to be succeeding in this endeavor, based on its popularity and the clutch of awards it has brought home since launching in 2018. The cocktail list on offer is extensive, with classics and house concoctions, all presented on a clever little menu, which rates each drink for booziness. There's also a choice of non-alcoholic options and some delightful drinking snacks on offer. *(source World's 50 Best Bars website).*



## 3. TUESDAY

**DATE:** Tuesday 17th of September  
**EVENT NAME:** Groovy Fluids Lab guest shift with Jerry Thomas Bar Room, Rome  
**LOCATION:** Groovy Fluids Lab - Kinkerstraat 24, 1053 DV Amsterdam  
**TIME:** 20.00 - 23.00  
**REMARKS:** X

## INFORMATION

One of the most inspiring bars and collaboration platform in the Netherlands, Groovy Fluids Lab, will host for a night one of the best and most famous bars of the Italian Capital, Jerry Thomas Bar Room. Join them to try this groovy collaboration and their tasty Negronis!

### ABOUT GROOVY FLUIDS LAB

WE COLLABORATE\_ WE EDUCATE\_ AND WE CREATE, TOGETHER  
This the motto at Groovy Fluids Lab, a cocktail bar and laboratory that creates and navigates within the hospitality world. Their venue on Kinkerstraat serves as a cocktail bar and a lab home to their creative needs, from experimentation to education, training to tasting and foremost: bottling cocktails, available to buy online or on location. Check out the limited edition bottled Negroni, collaboration with nNea Pizza ("3 spicchi" Gambero Rosso Guide, nr. 8 in Europe on 50 Top Pizza) for Campari Negroni Week!



### ABOUT JERRY THOMAS BAR ROOM, ROME.

The Jerry Thomas Bar Room opens its doors on June 2, 2023, in the heart of the historic Trastevere district in Rome. Orient express-inspired design blends with an atmosphere and ambience that harkens back to the great European Bars of the 50s, 60s and early 70s. Bottle cocktails, champagnes and premium spirits surround a dynamic and informal environment with service that is always attentive and friendly. Sister bar of the World famous and award-winning Jerry Thomas Speakeasy.



## 4. WEDNESDAY

<b>DATE:</b>	Wednesday 18th of September
<b>EVENT NAME:</b>	Sonora guest shift with Freni & Frizioni, Rome
<b>LOCATION:</b>	Sonora - Europaboulevard 2b, 1078 RV Amsterdam
<b>TIME:</b>	20.00 - 00.00
<b>REMARKS:</b>	No reservations possible, walks-in only

### ABOUT SONORA

High up in the sky, with a breathtaking view of the city, Sonora it's not just any bar. This place feels like old Latin America, where stories and myths come alive. Every drink tells a story of heroes, adventures, and magic.

Don't miss out on their spectacular restaurant Selva for a full experience of their concept.



## INFORMATION

For one night only this magical place, Sonora, will open its doors to the award-winning bar in Trastevere (Rome), Freni & Frizioni: join for a taste of the "Urbe Eterna", the Eternal City.

### ABOUT FRENI & FRIZIONI, ROME

In this most ancient, classical of cities, Freni e Frizioni is something different. A city center bar set in a former mechanic's workshop (the name translates to 'brakes and clutches'). With crowd-pleasing as much as connoisseur-pleasing cocktails served from dusk to perilously near dawn, there's no more popular place in town. The vibe here is punk, with young and hip grungy types filling the high-ceilinged workshop and tables outside, but there's a nod to tradition, with aperitivo and classic cocktails the most popular orders. The buzz feels new, but this is actually no new bar – launched as it was in 2005 – but since the arrival of Riccardo Rossi in 2013 Freni e Frizioni has really climbed the gears.

*(source World's 50 Best Bars website)*





## 5. THURSDAY

**DATE:** 19th of September  
**EVENT NAME:** Vesper guest shift with Ema Giacone from Creps Al Born - Barcelona  
**LOCATION:** Vesper Bar - Vinkenstraat 57, 1013 JM Amsterdam  
**TIME:** 20.00 - 00.00  
**REMARKS:** X

## INFORMATION

2 bars not only well-known for the high quality cocktails they serve, but also and maybe mostly for the atmosphere and their guests-care: both cozy, fun and high energy, Vesper and Creps Al Born share their unique way of creating great nights for their guests.

### ABOUT VESPER BAR



Vesper Bar - Tiny Bar, Big Heart

Now into its 14th year of business, Vesper Bar is recognised as one of Amsterdam's most established cocktail institutions.

Over the years it has collected various accolades and received worldwide acknowledgement for its top quality cocktails, dynamic bar team and genuine hospitality set within a unique, laid back, local neighborhood environment.

Their mentality and ethos perfectly match Creps Al Born ones, this night promises fire and flames, quite literally...

### ABOUT CREPS AL BORN



A tiki bar serving crêpes? What's not to like? This anarchic Barcelona tiki bar is a spot where the drinks are strong and fruity, and the team are more like a family (look out for their themed group portraits on the walls). You'll see occasional flashes of fire because, well, tiki, but don't be alarmed. Just sit back, order a 'Zombie' – but probably no more than one if you want to remember the rest of your evening – and relax.

*(source World's 50 Best Bars website)*



## 6. FRIDAY

**DATE:** Friday 20th of September  
**EVENT NAME:** Fitz's Bar guest shift with Little Red Door, Paris  
(nr 6 in the World's 50 Best Bars ranking)  
**LOCATION:** Fitz's Bar – Mauritskade 61, 1092 AD Amsterdam  
**TIME:** 20.00 – 00.00  
**REMARKS:** No reservations possible, walks-in only

## INFORMATION

One of the World's best bars brings its French touch to one of the most elegant bars of Amsterdam: local growers collaborations, seasonality, craftsmanship, some of the pillars at Little Red Door in Paris. Walk through the Little (Campari) Red Door to taste these fantastiques Negroni!

### ABOUT FITZ'S BAR

Fitz's bar, winner of Entree Awards Best New Cocktail Bar 2023, is a bar that fuses past and present: warm tones with dark wooden elements create an intimate setting that helps you get lost in time as you lure into the world of mixology and the roaring 20's.



### ABOUT LITTLE RED DOOR

Situated in the heart of the 3rd arrondissement of Paris, Little Red Door is a universe of cocktails and flavors. Little Red Door put itself on the map embracing the creative scene of the Marais district through their conceptual yet accessible menus inspired by art, flavour perception, anthropology and social science, helping place them in the list of the World's 50 Best Bars 9 times since opening in 2012. Little Red Door's new menu, named Twisted Mirrors, is a seasonal menu rotating every three months. Imagine an ode to classic combined with a love for French terroir and craftsmanship. As always, there's a deeper meaning behind it as it looks into consumers trends and the future of drinking. *(source World's 50 Best Bars website)*



## 7. SATURDAY

**DATE:** Saturday 21st of September  
**EVENT NAME:** Door 74 - Bitter Sweet Lovers Night  
**LOCATION:** Door 74 - Reguliersdwarstraat 74, 1017 BN Amsterdam  
**TIME:** 20.00 - 2.00  
**REMARKS:** Reservation needed

## INFORMATION

For Negroni Week, Door 74 has created a special limited edition gift-box for Negroni Lovers! This will be only purchasable at the bar (reservation needed) for the duration of the week

Gift-box content: limited edition tote bag, a bottle of house style Negroni for two, two tumblers, and a Mauzan inspired invitation to share a Negroni.)

For an extra romantic night visit Door 74 on Saturday, you'll be welcomed with a tiny ice-cold Negroni and a special music selection to create a Campari 'Red Passion' atmosphere, just meraviglioso, right? Salute!

## ABOUT DOOR 74

**50** Discovery  
BEST

Amsterdam's most prolific speakeasy has made it onto The World's 50 Best Bar list twice, proving its drinks and service are at the very forefront of the industry. With a Prohibition-era theme, Door 74 is hidden away and very easy to overlook, but once inside it boasts an attractive art-deco interior with plenty of dark wood and antique barware. Priding itself on quality cocktails, the innovative menu plays with some big and heavy flavours, as well as some more easy-drinking cocktails. Bartenders are busy (it's a popular bar after all) but also take time to chat and offer the perfect recommendation.

*(source World's 50 Best Bars website)*



## 8. SUNDAY

**DATE:** Sunday 22nd of September  
**EVENT NAME:** Negroni Week 24 Closing Party  
**LOCATION:** Luminair – Oosterdoksstraat 4, Level 11, 1011 DK Amsterdam  
**TIME:** 18.00  
**REMARKS:** Invite Only

## INFORMATION

To end Negroni Week 2024 in style, Campari and LuminAir at DoubleTree have partnered up and will host an Italian Red Night at one of the most characteristic and breathtaking rooftop of Amsterdam. The last chance for 2024 to support Slow Food and celebrate the most sold classic cocktail in the World has never looked (nor tasted!) so good. Reach out to LuminAir or Campari representatives to get a spot for this unforgettable night. Salute!

<https://www.luminairamsterdam.com/>

 @luminair.amsterdam

## ABOUT LUMINAIR

LuminAir is a high vibe elevated sky bar and terrace curated to enlighten its audience, a place to see and be seen and escape the hustle of the world below. Designed to mirror the mood of the sky above, LuminAir's modern interiors are a spectacular, ever-changing canvas of art and light, thanks to cloud-shaped installations and luminous projections. No two visits to LuminAir will ever be the same.



## ENJOY AT HOME OPTIONS

Want to enjoy one of the best Pizzas in Europe and a unique Negroni at home (and still support Negroni Week and Slow Food)? Check out our collaboration with nNea Pizza and Groovy Fluids Lab! During Negroni Week at nNea Pizza a signature bottled Negroni will be available to take away.

Follow Mr. Scarselli and Count Camillo Negroni footsteps and create your own Negroni cocktail at home:

### Ingredients:

30 ml Campari                      Garnish: Orange half-wheel  
30 ml Gin                              Cubed ice  
30 ml Red Vermouth

Add the Campari, Gin and Red Vermouth in a mixing glass full of ice, stir till perfectly cold and diluted, pour it over fresh ice in a tumbler glass; garnish with the orange. If you don't have a mixing glass at home, you can build your cocktail directly in a tumbler glass, Count Negroni won't judge you! Salute!



### Did you know?

You can easily create some other similar cocktails just swapping or adding an ingredient to the Negroni?

### Milano – Torino:

The forefather of the Negroni, just mix Campari and Red Vermouth over ice.

### Americano (not the coffee...):

Take a Milano – Torino and add Soda water, lemon peel recommended.

### (Negroni) Sbagliato:

Literally means “mistaken/wrong”, replace the Gin in the Negroni with Prosecco (you might have seen some memes about this..)

### Old Pal:

swap the Gin for some Rye Whiskey, and the Red Vermouth for Dry Vermouth and serve it in a coupe/cocktail glass

### Cardinale:

For this one that takes the name from the color of the robes worn by cardinals, swap the Red Vermouth for Dry Vermouth; well the measurements are also slightly different:

### Ingredients:

40 ml Gin  
20 ml Dry Vermouth  
10 ml Campari

Enjoy Campari and all these delicious Negroni variations responsibly.

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