



## THE ART OF ITALICUS APERITIVO CHALLENGE ANNOUNCES ITS 2025 GLOBAL BAR ARTIST CHAMPION



**Vincenzo Amorese of Bad Company 1920, Madrid, wins global title with Botticelli-inspired 'Primavera Spritz'**

### IMAGES

ITALICUS Rosolio di Bergamotto is delighted to announce **Vincenzo Amorese**, bartender at **Bad Company 1920** in Madrid, Spain, as the **2025 Global Champion** of *The Art of ITALICUS Aperitivo Challenge*. The seventh edition of the prestigious competition concluded this week at the striking **Blue Gin Bar in Monte Carlo**, where ten national champions from across the globe came together to present their **reimagined take on the Spritz** — a defining symbol of the modern aperitivo occasion.

Amorese captivated the judging panel with his serve, **'Primavera Spritz'**, a cocktail inspired by Botticelli's Renaissance masterpiece *Primavera*. With a contemporary twist, the drink reflected society's current shift toward low-ABV options, minimalism, and modern technology — described by Amorese as a "new Primavera." The serve combined ITALICUS Rosolio di Bergamotto with cava, an IPA reduction soda, a black olive and a spritz of Rosolio perfume — offering a vibrant and refined homage to both classical art and current cocktail trends.



**Vincenzo** said of the win:

"Taking part to the Art of ITALICUS Aperitivo Challenge has been a unique experience, I tried to combine a balanced cocktail with an element of creativity and surprise. I feel honoured to be part of the Italicus family taking the next steps in my career as I prepare to take part in the mentorship program."

Second place was awarded to **Connan Henry-Madden** from **Un bar avec des formes in Bordeaux**, France, for his cocktail '**Contemporary Spritz**'. Exploring the true meaning of the word "contemporary," Henry-Madden drew from both tradition and innovation, delivering a hazelnut soda and Lambrusco Grasparossa blend that paid tribute to the Spritz's timeless essence while introducing a modern flair.

In third place, **Jelena Bulatovskaja** of **Sexy Fish, London**, represented the United Kingdom with '**Da Punto A Dotto**', a drink inspired by the dotted artistry of Japanese contemporary icon Yayoi Kusama. Embracing minimalist Japanese aesthetics and the ritual of aperitivo, Bulatovskaja's modern serve combined ITALICUS with still sake, Nasha pear cordial, Suze and thyme hydrosol — carbonated for lift in place of traditional prosecco.



Each cocktail was judged on originality, storytelling and how well it reinterpreted the spritz while allowing the signature notes of ITALICUS to shine. The finalists' serves were assessed by a distinguished panel of industry leaders: **Giuseppe Gallo**, Founder and CEO of ITALICUS; **Paloma Difford**, Managing Director of Difford's Guide; and **Lorenzo Antinori**, founder of *Bar Leone* in Hong Kong, currently ranked #2 in *The World's 50 Best Bars* and named *Asia's Best Bar* in 2024. Together, the panel evaluated each drink for creativity, technical execution, emotional narrative and its embodiment of the aperitivo ritual.

The 2025 edition featured national finalists from the UK, Spain, France, Italy, Germany, Switzerland, Hungary, Hong Kong, New Zealand and the United States — a testament to the global reach and creative depth of the competition. Each bartender was invited to reimagine the Spritz as a vehicle for artistic expression, cultural reflection and modern hospitality whilst taking inspiration from a form of art.



As the newly crowned ITALICUS Bar Artist of the Year, Vincenzo Amorese will embark on a tailored mentorship programme, gain access to leading international bar events and collaborate directly with judge Lorenzo Antinori.

**Giuseppe Gallo**, Founder of ITALICUS, commented:

*"This challenge continues to honour bartenders as the artists of our industry. Every year, we witness an extraordinary level of imagination and execution, and this year's focus on reimagining the Spritz has revealed just how far the aperitivo can go when guided by creativity and culture. This is more than a competition; it's a space to learn from one another, to share in a collective experience and to celebrate the creativity that makes our industry so unique."*

**– ENDS –**

#### **About the ITALICUS® Aperitivo Challenge**

The Art of Italicus challenge was born in 2018, as a Bartenders' program to honour that bartenders are artists. The challenge was created as an advocacy platform, amplifying awareness and connecting creative bartenders globally, through educational and innovative programs.

Kicking off in February, The Art of ITALICUS Aperitivo competition invites bartenders from around

the world to create an original and unique aperitivo cocktail inspired by any form of art and crafted using the irreplaceable ITALICUS Rosolio di Bergamotto.

#### **About ITALICUS® Rosolio Di Bergamotto**



ITALICUS was created by the authority of Italian spirits, Giuseppe Gallo, to bring back the forgotten Rosolio category. With key notes of Calabrian bergamot, ITALICUS is made using the finest Italian ingredients to create a sip of Italy. The striking bottle design embodies the history and heritage of Italy's distinctive regions, while telling the story of Rosolio's time-honoured traditional drinking occasion of Aperitivo.

ITALICUS is one of the top awarded aperitivo brands globally. ITALICUS Rosolio di Bergamotto was awarded Best New Spirit 2017 at the prestigious Tales of the Cocktail Spirited Awards, and Top Trending Liqueur Brand by Drinks International in the years from 2019 to 2023.

Additional awards include: DOUBLE GOLD - World Wine Spirits Trophy 2021; Italian Aperitif of the year GOLD MEDAL - NYISC 2021 and 2016; Tasting GOLD medal 2018, 2019 – Women & Wine and spirits awards; Best New European Spirit at the Mixology Awards 2017 in Berlin; Best Product at FIBAR 2017; Packaging awards GOLD MEDAL 2017 and Contemporary Awards TROPHY - International Wine & Spirits Competition 2017; Packaging Trophy - Harpers Design 2017; Gold Medal – San Francisco World Spirits Competition 2017; Platinum Best of Luxury – Pentawards 2017; Best New Product – Bar Awards 2016; EXCEPTIONAL quality certificate – Difford's Guide 2016.

### **About Giuseppe Gallo**

Giuseppe Gallo is one of the world's most respected bartenders and drinks-industry innovators, with an unrivalled passion for the drinks business and an inimitable source of knowledge and insight into the world of aperitivo. Hailing from the Amalfi Coast, his passion for mixology stems from his strong Italian heritage. Giuseppe is widely considered a vermouth expert and he has spent over 15 years traveling the world and educating consumers and professionals on the category. This work has culminated in winning 'International Ambassador of the Year' at the prestigious awards in the drinks industry, Tales Of The Cocktail's Spirited Awards in 2014. In September 2016 he created Italicus Rosolio di Bergamotto which reinvigorated a forgotten aperitivo category, which has won countless industry awards since its launch. In 2019, Giuseppe launched the Roma Bar Show, the first-ever international cocktail festival in the country.