



CONTRATTINO APERITIVO ITALIANO

THE ORIGINS OF CONTRATTINO

THE ITALIAN RITUAL OF THE APERITIVO—THAT UNHURRIED MOMENT WHEN THE DAY SOFTENS INTO EVENING AND CONVERSATION MATTERS MORE THAN TIME. INSPIRED BY THE CAFÉ CULTURE OF NORTHERN ITALY, WHERE LIGHTLY BITTER, SPARKLING DRINKS HAVE LONG MARKED THE TRANSITION FROM WORK TO LEISURE.



CONTRATTINO WAS BORN FROM A DESIRE TO REINTERPRET ITALY’S APERITIVO TRADITION FOR A NEW ERA — WITHOUT LOSING THE SOUL OF ITS PAST. ITS INSPIRATION COMES DIRECTLY FROM THE HISTORIC APERITIVO TONIC NORMAL G. CONTRATTO CANELLI, FIRST CREATED IN 1936 BY THE HOUSE OF CONTRATTO. AT THE TIME, THIS TONIC-STYLE APERITIVO REPRESENTED INNOVATION AND ELEGANCE: LIGHTLY SPARKLING, BOTANICALLY COMPLEX, AND DESIGNED FOR CONVIVIAL MOMENTS BEFORE THE MEAL.

NEARLY A CENTURY LATER, CONTRATTINO REVISITS THAT ORIGINAL IDEA WITH A MODERN SENSIBILITY. DRAWING FROM CONTRATTO’S ANTIQUE RECIPE ITALIAN LIQUORS FORMULAS, CONTRATTINO CAPTURES THE SPIRIT OF THE 1936 TONIC NORMAL G.—ITS BALANCE, FRESHNESS, AND BITTER-SWEET SOPHISTICATION—WHILE ADAPTING IT TO CONTEMPORARY TASTES AND LIFESTYLES. THE RESULT IS AN APERITIVO THAT HONORS HISTORY WITHOUT REPLICATING IT. CONTRATTINO IS LIGHTER, MORE VERSATILE, AND INTENTIONALLY CRAFTED TO MEET TODAY’S DEMAND FOR MINDFUL DRINKING, ORGANIC INGREDIENTS, AND LOWER-ALCOHOL OPTIONS. IT IS A BRIDGE BETWEEN PAST AND PRESENT: AN APERITIVO THAT RESPECTS TRADITION WHILE EMBRACING CHANGE.

THE NAME “CONTRATTINO” ITSELF NODS TO A “SMALL AGREEMENT”—AN UNSPOKEN PACT TO PAUSE, TO CONNECT, AND TO SAVOR. CONTRATTINO IS NOT ABOUT EXCESS, BUT BALANCE: BRIGHTNESS AND BITTERNESS, ELEGANCE AND EASE. CRAFTED TO BE SHARED, IT REFLECTS THE SPIRIT OF GATHERING AROUND A SMALL TABLE, GLASSES CLINKING, AS THE CITY HUMS QUIETLY IN THE BACKGROUND. ROOTED IN TRADITION YET UNMISTAKABLY CONTEMPORARY, CONTRATTINO CELEBRATES THE ART OF TAKING A MOMENT—FOR YOURSELF, AND FOR EACH OTHER.

PRODUCT DESCRIPTION



CONTRATTINO SPARKLING APERITIVO IS A CERTIFIED ORGANIC, LIGHTLY SPARKLING APERITIVO THAT EXPRESSES FRESHNESS, BALANCE, AND BOTANICAL COMPLEXITY. CRAFTED WITH CAREFULLY SELECTED ALL NATURAL AND ORGANIC INGREDIENTS, INCLUDING BLACK CARROT FOR ITS COLOR, IT DELIVERS A REFINED INTERPLAY OF GENTLE BITTERNESS, CITRUS BRIGHTNESS, AND AROMATIC HERBS, DESIGNED TO STIMULATE THE PALATE WITHOUT OVERWHELMING IT.

CONTRATTINO IS AVAILABLE IN TWO EXPRESSIONS:

- **CONTRATTINO 5.5% ABV**, OFFERING A LOW-ALCOHOL OPTION THAT PRESERVES DEPTH AND STRUCTURE WHILE REMAINING LIGHT AND REFRESHING.
- **CONTRATTINO Non-ALCOHOLIC**, WHICH MIRRORS THE CHARACTER AND ELEGANCE OF THE ORIGINAL APERITIVO EXPERIENCE, WITHOUT ALCOHOL.



BOTH VERSIONS ARE IDEAL SERVED CHILLED, ON THEIR OWN OR OVER ICE, AND EQUALLY SUITED AS A BASE FOR MODERN APERITIVO COCKTAILS. WITH ITS ORGANIC CERTIFICATION, HISTORIC INSPIRATION, AND CONTEMPORARY VERSATILITY, CONTRATTINO REDEFINES THE SPARKLING APERITIVO FOR TODAY—ROOTED IN 1936, CREATED FOR NOW.