



Mr. Vanni

LIVORNO 1896

GALLIANO

SPIRITO ITALIANO

BRAND BIBLE



Sommario

TABLE OF CONTENTS

1.	INTRODUCTION	8
2.	HISTORY TIMELINE	12
3.	CRAFTSMANSHIP	18
4.	THE BOTTLE AND THE RANGE	24
	<i>The anatomy</i>	25
	<i>The range</i>	26
	<i>L'Autentico</i>	27
	<i>L'Aperitivo</i>	29
	<i>Ristretto</i>	31
5.	HOW TO ENJOY GALLIANO	34
	<i>The Aperitivo</i>	36
	<i>The Digestivo</i>	44
	<i>The Bartender's Signatures</i>	54
	<i>The Classics</i>	62
6.	THE MARKET	68
	<i>The Insights</i>	69
	<i>The Galliano Spirit</i>	73
	<i>The Message</i>	75
7.	THE GUIDELINES	78
	<i>The Brand Mark</i>	81
	<i>The Typography</i>	95
	<i>The Tone of Voice & Social Media Guidelines</i>	97



Spirito Italiano

Take one charismatic, impossibly handsome national war hero. Name your creation after him. Take tens of thousands of Italian prospectors who flocked to California during the great Gold Rush. To remind them of their homeland make your liqueur guess what colour? Add a recipe that reads more like a medieval elixir of herbs, plants, roots, barks, spices and flower seeds. Follow with a distillation process that's closer to the creation of the finest perfume, than that of a spirit. Mix with equal measures of Italian flamboyance and audacity. Shake together vigorously with a liberal dash of passion and humour.

And there you have it. The spirit of Italy. Galliano. Spirito Italiano.



Introduzioni

INTRODUCTION





BENVENUTA

WELCOME

This is the Galliano brand bible: a document to be used to learn everything about the history, the present and the future of a true Italian spirit.

Anyone who will work with Galliano – bartenders, marketing managers, sales representatives, PR agents or just Galliano lovers – will find all the information they could desire to possess about our spirit in this book.

Do not just have a taste of Galliano, discover our flavour on every level through this brand bible.

Galliano is a dynamic and therefore everchanging brand.

Consult Galliano.com for the latest news and recaps.





La Storia

2

HISTORY TIMELINE

THE STORY OF GALLIANO

THE LIVES OF TWO VISIONARY MEN

Both were born in the North West of Italy. Both were in their early forties when they fulfilled their very different destinies. Both met the King of Italy, were consummately Italian, and were men with a passion and a great selfbelief. Both were blessed with charisma: that rare combination of individuality, magnetic charm, warmth and humour.

The great pity is that Arturo Vaccari and Giuseppe Galliano never met. Is it fanciful to think that the war hero and the creator of a great liquor would have been kindred spirits? On the other hand, what would Galliano have made of having a liquor named after him? Given his modest reputation, it's likely he would have raised his glass and widened his almond eyes in surprise at the deep golden colour. Taken a whiff of the intriguing aroma. Smiled, raised the glass and simply said 'Salute.'

1846

27th of September
Giuseppe Galliano
is born in Vicoforte,
Italy.

Giuseppe Galliano was born September 27th, 1846. The son of an officer comes into the world in the town Vicoforte situated in the north-west Italy, close to the foothills of the Maritime Alps.



1854

16th of October
Arturo Vaccari is
born in Livorno, Italy.

In the vibrant Tuscan port of Livorno on the western coast of Italy, Arturo Vaccari entered the world. His early years passed uneventfully enough. Livorno was just beautiful Livorno with vivid blue water running through its canals, towering fortified walls and tangle of streets. At the age of 18, Vaccari found himself working for his father who ran a business distributing imported liquors and one independent spirit; Vaccari's own creation.



1858

Giuseppe Galliano enrolls in the military college in Asti at the age of 12.

1880

25th of June
Creation of Premiata Distilleria Arturo Vaccari.

Arturo Vaccari went to great lengths to select and blend flavours that reflected the passion, grandeur, artistic brilliance and sensuality of the people of his country. Vaccari's independent spirit rapidly asserted itself. It was not long before he started his own distilling company named Distilleria Arturo Vaccari.

1883

Giuseppe Galliano promoted to Captain of the 58th Regiment.

1887

2nd of May
War declared between Italy and Abyssinia.

In 1887, Maggiore Galliano volunteered to be sent to Africa and was placed in charge of the 3rd Battalion in Abyssinia. Galliano was described as a dashing and commanding figure. He was renowned for his fierce dedication, modesty, audacious sense of humour and extraordinary courage as seen in some published letters to his opponent Ras Maconnen:

*How are you? I am well, thanks to God.
My soldiers are doing very well and I
hope the same for yours.
My King ordered me to stay here and so
I will not move. Do whatever you think
best but I inform you that I have some
excellent guns and cannons.*

*Your friend,
Galliano.*

1896

20th of January
Maggiore Galliano's troops leave the fort of Enda Jesus, Makallé.

The Italian troops numbered 2,300. The Abyssinian's 80,000. Amidst the chaos and gore of man-to-man combat, the thunder of horse's hooves and canon fire, how Galliano and his men triumphed when outnumbered by 67,700 will never be known. It seems fair to conclude that it was a combination of tactical genius, inspired leadership and astonishing courage. And maybe the luck of the gods.

1st of March
Maggiore Galliano presumed killed in action during the Battle of Adua.

1896

6th of November
Introduction of
Galliano Liquore.

Arturo Vaccari perfected his creation at the age of 42. He blended 30 herbs in seven infusions and six distillations. With style and panache, Vaccari presented his unique liquor to the most eminent local dignitaries, as well as the King of Italy and Pope Leone XIII. The Medical Doctor of the Pope declared Galliano good for the health and excellent of taste.



1896

The Gold Rush.

The California Gold Rush fired the imagination of tens of thousands of Italians. It also ignited Arturo Vaccari's imagination, in a very different way. To commemorate the Gold Rush and in tribute to the prospector's adventurous spirit, he chose to colour Galliano a deep gold. To serve as a reminder of their homeland, he made the spirit available when adventurers were boarding ships bound for America, ensuring that Galliano became not just an emblem of Italy. It rapidly travelled way beyond the shores of its homeland.

1910

3rd of September
Death of
Arturo Vaccari.

1928

Marachi starts to
further improve the
recipe of Galliano.

Marachi was asked to elevate the original formula, which meant adding green anise and vanilla bean.

1970

Harvey Wallbanger
& Golden Cadillac

Galliano gained international fame as key ingredient in the Harvey Wallbanger and the Golden Cadillac cocktails during the 1970's. This unleashed a cocktail craze throughout America.

The Harvey Wallbanger makes a comeback in 2014.



IL MORETTO

Being a man of vision Vaccari employed the services of a promoter from Abyssinia named 'Il Moretto'. There was method in the madness of engaging an immaculately attired coloured gentleman in presenting the new liquor at promotional gatherings. After all, Abyssinia played a pivotal role in the history of Galliano.

2006

Galliano is purchased by the iconic Dutch liquor company Lucas Bols.

Built on a long and rich heritage, Lucas Bols has been one of the world's leading cocktail-, liqueur- and spirit producers. A wonderful home for an authentic spirit like Galliano. Following support from an impressive team of external experts from Italy, Bols introduces bartenders to the Galliano L'Autentico, the 'Italian Artisan of Liqueurs', reconnecting the brand with its beautiful Italian heritage.

2008

Introduction of Galliano Ristretto



2017

Introduction of Galliano L'Aperitivo in the USA





Artigianalità

3

CRAFTMANSHIP

CRAFTMANSHIP

MARASCHI & QUIRICI

Including over 30 different exquisitely balanced herbs and spices, creating Galliano requires the extensive knowledge of true craftsmen. Every single batch used to create for every single bottle is shaped with impeccable expertise. Whereas a spirit is only as good as the artist that made it.

To create Galliano, Arturo Vaccari turned to Fratelli Maraschi SPA, a company established in 1888 in Torino. This area of Italy is famous for its prosecco, vermouth and aromatic wines. Today, Fratelli Maraschi is known as Maraschi & Quirici, situated in Chieri, a small town high in the foothills of the Italian Alps, just outside Torino. The location of Maraschi & Quirici is important, not only due to it being where Vaccari first created his liqueur but because this is where so many of the herbs and spices used in Galliano grow.

Though now residing in a modern factory, the standards of Maraschi & Quirici founders prevail. The distillers are celebrated for the quality of their extracts. To this day, Maraschi & Quirici shapes the essence of the incomparable taste and aroma of Galliano.

Galliano is distilled in two small (less than 100 litres) traditional copper pot stills, which Maraschi & Quirici reserve for the production of this Italian spirit. The following botanicals are just a handful of the ingredients that form the Galliano experience.



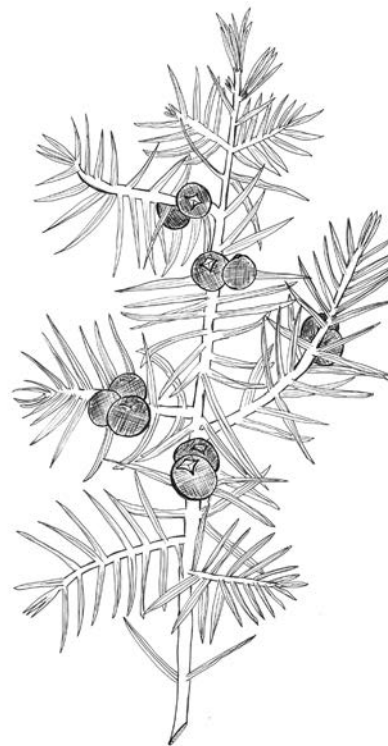
MEDITERRANEAN ANISE

Found in Southern Europe. Mediterranean anise is cultivated since the 15th century, mostly for the spirits industry. It's known for its stimulating and energising properties.



JUNIPER

Native to the Alpine regions where it grows at 2,500 metres of altitude. In the Middle Ages Juniper was renowned for its miraculous properties. Today, it's used for its characteristic deep flavour.



MUSK YARROW

Grows in the Alpine regions at 2,500 metres of altitude. Musk Yarrow has been used in Europe for thousands of years. The botanical remains renowned for its healing properties.



CINNAMON

Cinnamon's natural habitat is Sri Lanka, China, India and Brazil. As early as 2000 BC it was so highly prized, it was a gift fit for a king. Today it's valued for its warm, intense flavour.



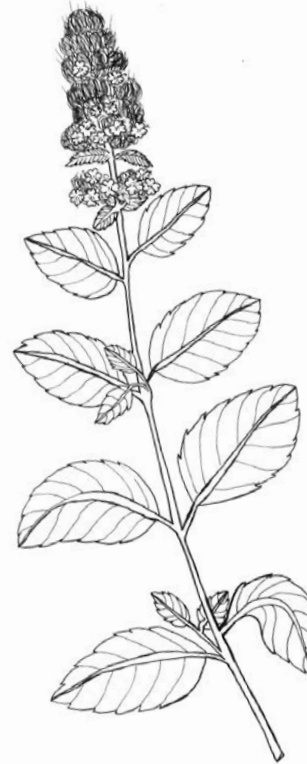
LAVENDER

Lavender's natural habitat is southern Europe. It's used in the perfume industry for its fragrance. Lavender is also known for its relaxing and anti-inflammatory properties.



PEPPERMINT

Originally cultivated in the Piedmont region of Italy. Peppermint is soothing and relaxing to the stomach, and renowned for its refreshing, cooling properties.



STAR ANISE

This member of the Magnolia family naturally grows in the South of China. Star anise has been harvested for many years for its curative properties. It's used for its sweet, warm and aromatic taste.



VANILLA

Discovered in Mexico in 1520. These days vanilla is widely grown in the tropics. The spice is extensively used for its delicate yet distinctive lingering flavour; a key flavour of Galliano.





La Bottiglia e la Gamma

THE BOTTLE AND THE RANGE

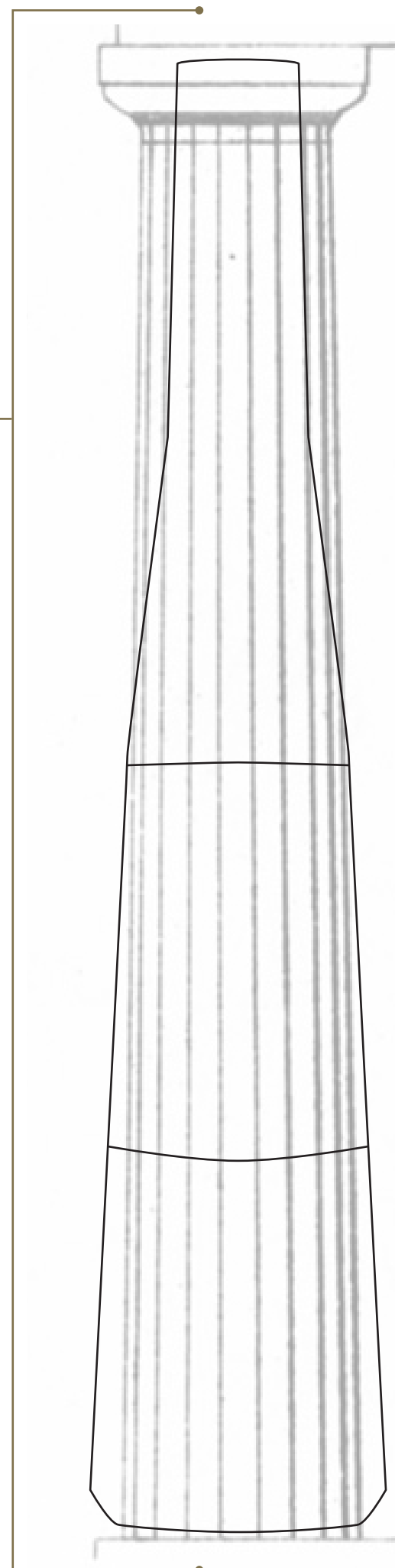
4

THE ANATOMY

A DISTINCTIVE BOTTLE

Vaccari went to great lengths to ensure that every last detail of Galliano was symbolic of greatness. The bottle was no exception. The tall, slender shape with many tapered flat sides was inspired by the columns of the ancient temples of Rome and the mighty glory of the empire. Is it any coincidence that the elevated height of the Galliano bottle alone ensured that it was placed on the top shelf where it stood out above the rest? We think not.

A shape that reminds one of the ancient temples of Rome.



THE RANGE



**GALLIANO
L'AUTENTICO**

The original.
The first liqueur that
embodied the true
spirit of Italy.



**GALLIANO
L'APERITIVO**

A gentle bitter with
fresh and fragrant
Mediterranean citrus
and herbal notes.



**GALLIANO
RISTRETTO**

The perfectly
brewed 'ristretto' with
the best Arabica
and Robusta beans.

L'AUTENTICO

BOTANICAL • RICH • COMPLEX

Anise and peppermint are most prominent on the palate when drinking Galliano L'Autentico. An explosion of fresh herbs, cinnamon, ginger, nutmeg and citrus follows. The lingering taste of smooth vanilla, refreshing peppermint and spice remains.

Arturo Vaccari captured the spirit of Italy with a perfectly balanced blend of Mediterranean and exotic botanicals, all sourced and blended in their natural form.

After Vaccari's experiments with countless combinations of ingredients, he settled on more than 30 herbs, plants, roots, flowers, barks and spices. These include juniper berries, caraway seed cloves, cardamon, sandalwood, star anise, cinnamon, sage, thyme, mint, lavender and Madagascar vanilla.

Galliano L'Autentico is created by using multiple macerations and distillations. It's blended from nine component parts, several being highly complex themselves. The intricacy of the final recipe of Galliano L'Autentico remains a guarded secret to this day.





L'APERITIVO

FRESH • RICH • BITTERSWEET

Starting off fresh with Mediterranean citrus notes, combined with subtle herbal notes. Galliano L'Aperitivo has a long, gentle, yet bittersweet finish.

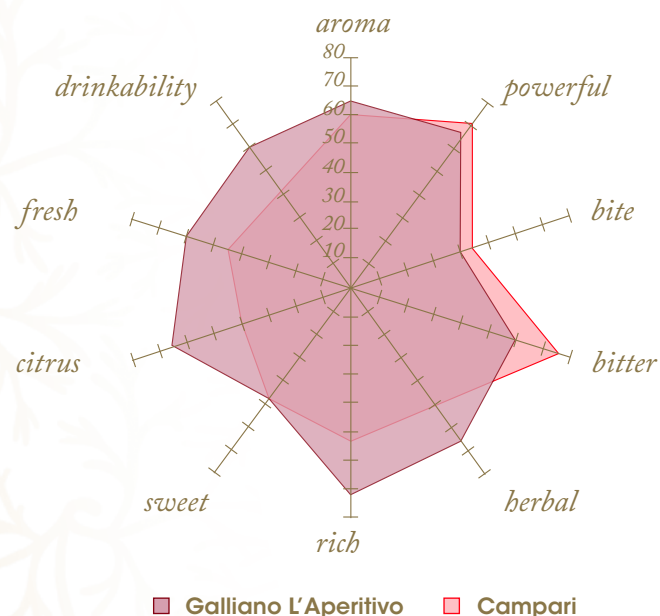
Galliano L'Aperitivo is a bitter, or in Italian 'Amaro'. The unique recipe of Galliano L'Aperitivo includes many extracts and infusions of Mediterranean citruses such as oranges, bergamots, bitter oranges, chinotto, tangerines and grapefruits. This fresh blend of fruits makes Galliano L'Aperitivo stand out in freshness.

The L'Aperitivo recipe includes an addition of 50 botanical ingredients, including Mediterranean anise, juniper, cardamom, sandalwood, sage, lavender, peppermint, cinnamon and vanilla. That's what gives Galliano L'Aperitivo its rich, subtle and herbal aroma.

The ingredients of L'Aperitivo are macerated and rested at least two weeks to obtain the ultimate flavour composition of fruits, plants and herbs.

FLAVOUR WHEEL

Note: Aperol is less in ABV (11%), more sweet & singular in flavour.





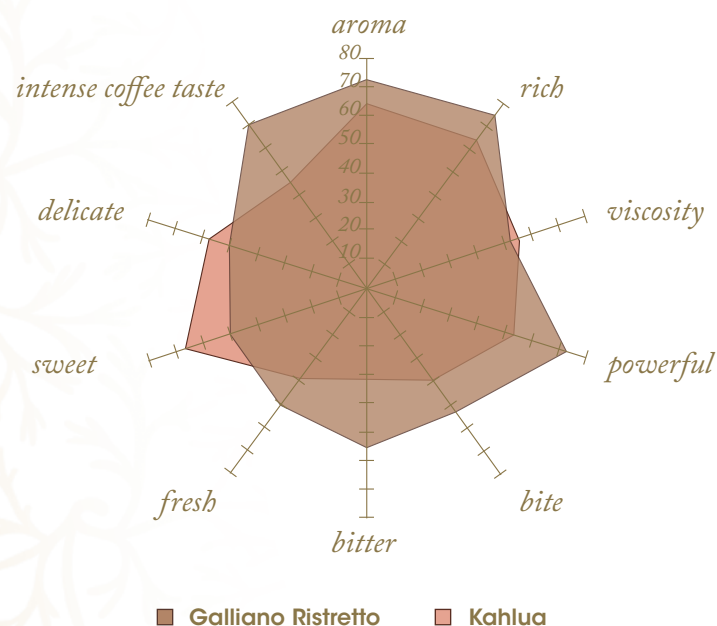
RISTRETTO

STRONG • INTENSE • COFFEE

The full-flavoured palate of Galliano Ristretto is very close to that of a strong caffè corretto with dark chocolate covered and heavily roasted coffee beans. The oily espresso finish has an almost pepperminty freshness.

Galliano Ristretto is made from two varieties of coffee beans, with different levels of roasting: 55% Arabica beans from Colombia and Brazil, and 45% Robusta beans from India and Kenya. The Arabica beans give a chocolaty, creamy and delicate top note, while the Robusta contributes body and bitter flavours. The relatively high use of Arabica beans - higher than would be common in a blend intended for percolation with water - provides strong, bitter flavours familiar to traditional ristretto espresso coffee. For the deepest and most intense coffee aroma available.

FLAVOUR WHEEL







Galliano, il suo utilizzo perfetto.

HOW TO ENJOY GALLIANO

5



The Aperitivo

Almost unnoticed, while friends and family sip a bittersweet drink, the abundance of plates filled with bites gets emptier. Black and green olives, homemade bruschettas, crostinis and fresh charcuterie just now covered their shiny metal surface. Sharing stories, food, and most important, lovely times while anticipating dinner makes hungry and thirsty.

Aperitivo is the name for both the moment of having a light pre-dinner drink, as well as the sort of drink that one would have at such a moment. It's a time of friendship, sharing and belonging. The word aperitivo comes from the Latin 'aperire', meaning, "to open". This word would be best described as that sensation one gets when they smell fresh bread baking in the oven - a scent that almost literally "opens their stomach". That's what an Italian aperitivo is supposed to do; encourage the appetite, so friends, family and loved ones can fully enjoy their upcoming meal together.

KEY DRINKS - THE APERITIVO'S







GALLIANO FRIZZANTE

BUBBLY • FRESH • BITTERSWEET

INGREDIENTS

50ml Galliano L'Aperitivo
150ml Prosecco

GARNISH

Orange wheel

METHOD

Build ingredients in an ice-filled glass.



RED LIGHT NEGRONI

COMPLEX • CITRUS • BITTERSWEET

INGREDIENTS

30ml Galliano L'Aperitivo
30ml Vermouth punt e mes
30ml Bols Genever

GARNISH

Orange zest

METHOD

Stir in an ice-filled short drink glass.



AMERICANO

RICH • FRESH • BITTERSWEET

INGREDIENTS

40ml Galliano L'Aperitivo
40ml Sweet Vermouth
Top of with soda

GARNISH

Orange wedge

METHOD

Stir in an ice-filled short drink glass.



GALLIANOTONIC

FRESH • CITRUS • BITTERSWEET

INGREDIENTS

50ml Galliano L'Aperitivo
150ml Tonic

GARNISH

Lime wedge/slice

METHOD

Build all ingredients in an ice-filled glass.

THE AMUSE BOUCHES



Amuse 1



Amuse 2



Amuse 3



Amuse 4



Amuse 5

AMUSE 1

BITTER • FRESH

INGREDIENTS

20ml Galliano L'Aperitivo
50ml Gin
30ml Fresh lemon juice
10ml Crème de mure

GARNISH

Fresh blackberry

METHOD

Stir all ingredients with ice, pour into 4 small glasses.

AMUSE 2

SWEET • TANGY

INGREDIENTS

25 ml Galliano L'Aperitivo
15 ml Honey syrup
15 ml Fresh Lemon juice
15 ml Ginger beer

GARNISH

Ginger slices

METHOD

Stir all ingredients with ice, pour into 4 small glasses.

AMUSE 3

DRY • BUBBLY

INGREDIENTS

20 ml Galliano L'Aperitivo
20 ml Bols Genever
20 ml Pink Grapefruit juice
5 ml Orange Curacao

GARNISH

Grapefruit zest

METHOD

Stir all ingredients with ice, pour into 4 small glasses.

AMUSE 4

FRESH • DRY

INGREDIENTS

15ml Galliano L'Autentico
40ml Vodka
25ml Dry Vermouth

GARNISH

Cucumber skin

METHOD

Stir all ingredients with ice, pour into 4 small glasses.

AMUSE 5

BITTERSWEET • HERBAL

INGREDIENTS

15 ml Galliano L'Autentico
30 ml Gin
20 ml Fresh Lemon juice
8 Leaves of fresh mint
Top up with Champagne

GARNISH

Lemon zest

METHOD

Stir all ingredients with ice, pour into 4 small glasses and top up with Champagne.



The Digestivo

The clear sky transferred from bright blue into hues of pinkish purple and vibrant reds, yet the night's smooth black coffee shades have once again proven to be victories in the unstoppable battle of the passing of time. Stars decorate the darkness with pinpricks of gold. And just like the sky the table is dressed in flickering lights, while liquid after-dinner indulgements capture its darkness in cups and glasses. Late turns into early, yet no one feels the urge to leave the dinner table.

The digestif was once created for precisely what it sounds like – to start up the digestion after dinner. Yet, nowadays the digestif is the perfect compromise when one is full after a long meal with friends, but doesn't want to leave the good company and has a slight appetite for sugar. After a lovely meal, just a touch of sweetness and a higher alcohol percentage is welcomed as the drink helps bring everything to a close.

KEY DRINKS - THE DIGESTIVOS







ON THE ROCKS

STRONG • RICH • COMPLEX

INGREDIENTS

Galliano Ristretto

GARNISH

None

METHOD

Pour Galliano Ristretto over ice for a refreshingly chilled drink.



ESPRESSO MARTINI

INDULGENT • COMPLEX • RICH

INGREDIENTS

20ml Galliano Ristretto

30ml Vodka

30ml Espresso

10ml Sugar syrup

GARNISH

3 Coffee beans

METHOD

Shake all ingredients and finestrain into a pre-chilled glass.



SMOKES & MIRRORS

SOUR • SWEET • RICH

INGREDIENTS

1.5 oz Reposado Tequila
0.5 oz Mezcal
0.5 oz Galliano Ristretto
0.25 oz Agave Nectar
1 small pinch Cayenne

METHOD

Shake and strain in a rocks glass over ice.



CAFE ITALIANO

SWEET • INDULGENT • RICH

INGREDIENTS

1.5 oz Whiskey
1 oz Galliano Ristretto
2 oz milk

GARNISH

Garnish with chocolate shavings

METHOD

Stir ingredients with ice & pour in a milk jar. As an alternative: mix all ingredients in a rocks glass filled with ice & stir.



WHITE RUSSIAN

SWEET • CREAMY • RICH

INGREDIENTS

30ml Galliano Ristretto
30ml Vodka
20ml Cream

GARNISH

2 Sprigs of fresh mint
4 Fresh ginger sticks

METHOD

Build ingredients into an ice-filled glass.



AFFOGATO

CREAMY • INDULGENT • SWEET

INGREDIENTS

30ml Galliano Ristretto
1 scoop of vanilla ice cream

GARNISH

3 Coffee beans

METHOD

Put 1 scoop vanilla ice cream in a small glass and pour Galliano Ristretto over it.



LIQUID DESSERTS

Dessert 1



Dessert 2



Dessert 3



DESSERT 1

CREAMY • STRONG

INGREDIENTS

30ml Galliano Ristretto
30ml Bols genever
2 scoops Vanilla ice cream

GARNISH

Coffee beans & grated nutmeg

METHOD

Stir the first 2 ingredients with ice, pour into 4 small glasses and top off with two small vanilla scoops.

DESSERT 3

STRONG • FRUITY

INGREDIENTS

25ml Galliano Ristretto
25ml Dark rum
10ml Passion fruit puree
10ml Fresh lime juice
8ml Sugar syrup

GARNISH

None

METHOD

Stir all ingredients with ice, pour into 4 small glasses.

DESSERT 2

INTENSE • RICH

INGREDIENTS

25ml Galliano Ristretto
25ml Bols cherry brandy
25ml Cream

GARNISH

Maraschino cherry

METHOD

Stir all ingredients with ice, pour into 4 small glasses.



SPRITO ITALIANO
G
Mr. Vanni
LIVORNO 1896

Bartender's Signatures

*“Galliano is really complex, yet it works in all sorts of ways.
The aromas and flavours remind me of my home country.”*

Ago Perrone

Master Mixologist of the Connaught; the world's best bar (tales of the cocktail 2016)

It's a bartender's mission to draw the guests into the art of cocktails. A traditional artist has his pencils, his brushes, his canvas and his paint. The bartender has his spirits. Therefore, these spirits should be nothing but impeccably balanced.
Therefore, these spirits should be nothing but Galliano.

SPECIAL CREATIONS
PERFECT SERVE BAR SHOW



Tonic Rosso

Red Fashioned

Yellow Submarine

Red Orange

TONICO ROSSO

BITTER • INTENSE • FRESH

INGREDIENTS

30ml Galliano L'Aperitivo
10ml Galliano Ristretto
15ml Tonic water
1ml Lavender bitters

GARNISH

Pink grapefruit wedge

METHOD

Stir all the ingredients with ice and serve on the rocks.

YELLOW SUBMARINE

DRY • BITTER • FRESH

INGREDIENTS

30ml Gin
10ml Dry sherry fino (Tio Pepe)
10ml Galliano L'Autentico
1 dash Celery bitter (Bitter Truth)

GARNISH

Lemon zest & cucumber wheel

METHOD

Stir all the ingredients with ice and serve on the rocks.

RED FASHIONED

RICH • BITTERSWEET • HERBAL

INGREDIENTS

30ml Gin
30ml Galliano L'Aperitivo
30ml Martini Rosso
5ml Dark crème de cacao
1 dash Absinth (Pernod)

GARNISH

Orange wedge

METHOD

Stir all the ingredients with ice and serve on the rocks.
Spray with vetiver spray.

RED ORANGE

BITTERSWEET • FRESH • STRONG

INGREDIENTS

25ml Galliano L'Aperitivo
30ml Bols Genever
2 barspoons Caster sugar
15ml Fresh lime juice
5ml Kalamansi puree (Boiron)

GARNISH

Nutmeg essence

METHOD

Shake all the ingredients with ice and serve straight up.

THE GALLIANO TIKIS







BOSSA NOVA SPECIAL

FRUITY • TANGY • HERBAL

INGREDIENTS

30ml Galliano L'Autentico
30ml Light rum
7.5ml Bols Apricot brandy
60ml Pineapple juice
15ml Egg white
7.5ml Fresh lemon juice

GARNISH

Pineapple wheel

METHOD

Shake all ingredients and strain into a crushed ice-filled tiki glass.



CARIBBEAN COOLER

FRUITY • SWEET - SPICY

INGREDIENTS

25ml Galliano L'Autentico
37.5ml Dark rum
25ml Fresh lime juice
Ginger beer

GARNISH

Mint sprig & lemon wedge

METHOD

Shake and strain the Galliano L'Autentico, dark rum and lime juice into a crushed ice-filled tiki glass. Top up with ginger beer.



FREDDY FUDPUCKER

SWEET • HERBAL • SOUR

INGREDIENTS

50ml Reposado Tequila
30ml Galliano L'Autentico
100ml Fresh Orange juice
15ml Fresh Lemon juice

GARNISH

Orange Peel

METHOD

Shake all ingredients and serve over ice in a tiki glass.



HANNA HOU

SWEET • FRUITY • BITTER

INGREDIENTS

25ml Galliano L'Aperitivo
50ml Don's mix (2 parts Grapefruit juice, 1 part Cinnamon
infused syrup)
45ml Dark Rum
15ml Light Rum
10ml Orgeat syrup

GARNISH

Cinnamon stick, flower

METHOD

Pour all ingredients into a shaker, shake with crushed ice,
pour unstrained in a tiki glass.



The Classics

*Numbers on a clock don't define the perfect moment for a time-honoured drink.
Every moment can be an extraordinary moment with a classic cocktail.*

Classics like the Harvey Wallbanger and the Golden Cadillac not just stood the test of time, they've arisen from it. Those who add one of these time-honoured drinks to their day experience a moment of old-fashioned style, class and a retro charm.

KEYDRINKS - THE CLASSICS







GALLIANO SOUR

FRESH • SWEET • RICH

Sours belong to one of the old families of original cocktails. They are real time-honoured thirst quenchers. The Galliano Sour became popular mainly in Europe and is still a drink one will order again and again. This luscious cocktail has a smooth and fresh finish.

INGREDIENTS

60 ml Galliano L'Autentico
30 ml Fresh Lemon juice
7.5 ml Sugar syrup
10 ml Egg white (optional)
1 Dash Angostura bitters

GARNISH

Lemon zest

METHOD

Build all ingredients into an ice-filled glass.



HARVEY WALLBANGER

FRUITY • CITRUS • SWEET

In the 1970's Californian surfer Harvey won an important surfing competition and went into a bar to celebrate this with his favourite drink. He apparently imbibed too much and, staggering out of the bar, banged his surf board from wall to wall. His friends nicknamed him 'Harvey Wallbanger'. The nickname transferred itself to his favourite drink and a legend was born.

INGREDIENTS

25ml Galliano L'Autentico
50ml Vodka
120ml Fresh Orange juice

GARNISH

Orange wedge / orange zest

METHOD

Build all ingredients into an ice-filled glass.



GOLDEN CADILLAC

CREAMY • SWEET • INDULGENT

In 1952, a young woman and her dashing fiancé came into Poor Red's Bar-B-Q in El Dorado. To celebrate their engagement, the couple decided that a cocktail should be created in their honour. Long-time bartender Frank Klein developed a decadent drink to match their newly purchased golden Cadillac. This velvety concoction is still known worldwide as the Golden Cadillac.

INGREDIENTS

25ml Galliano L'Autentico
30ml BOLS Cacao White Liqueur
40ml Cream

GARNISH

Dark chocolate shavings

METHOD

Shake all ingredients and fine-strain in a pre-chilled glass.



GALLIANO HOT SHOT

WARMING • HERBAL • CREAMY

The Hot Shot is a legend in Scandinavia for warming up even the iciest of days. Overnight, in the 1980s, the Galliano Hot Shot made its first appearance as the undisputed choice of heart-warming drink. 15 ml Anisette was replaced with Galliano in Bosse Bergström's entry shot for the Coffee Drink Competition at Berns in Stockholm. It was a hot favourite. Suddenly, everybody knocked back this delicious defroster in Scandinavian bars.

INGREDIENTS

15ml Galliano L'Autentico
15ml Hot espresso
15ml Cream

GARNISH

None

METHOD

Layer ingredients in given order.



Il Mercato

6

THE MARKET

THE INSIGHTS

WHO ARE THE GALLIANO LOVERS?

*Who are our target consumers
and what are they about?
While spreading the word
of Galliano, we need to
establish whom it is we're
actually talking to. Who do we
want to reach with dedicated
marketing and PR messages?
What is their identity and where
can we find them.
With everything we do, we focus
on these three target groups.*



IL BARTENDER

Who are they?

These are hospitality professionals: bartenders & hospitality entrepreneurs in, and outside the city. Dedicated people that are working with the Galliano range. They are between 25 and 45 years old and could be male or female. They work in quality hospitality outlets and are passionate and knowledgeable about the products they work with. These experts always stay on top of the latest drink- and culinary trends; they base their choice of product on taste, quality and character. Unique flavours, craftsmanship and heritage are the reasons why they choose to work with Galliano.

WHAT DO THEY DRINK / CREATE?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
Own creations with Galliano Tiki drinks Negroni Americano	On trade venues; bars and restaurants that serve the Galliano range	Trade publications (online/ offline) Trade social media Trade events, such as barshows



LA BELLA DONNA & L’UOMO BELLO

Who are they?

They are 35 – 50 years old and more likely female than male. They live in medium sized cities, in residential areas. They live on a moderate to high income and are modern men and women with a career, a family and a busy social life. They love sharing stories with friends and family and to simply enjoy life. The Italian character of Galliano is what makes it their drink of choice.

WHAT DO THEY LOVE TO DRINK?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
<p>l’Aperitivo Tonic</p> <p>Golden Cadillac</p> <p>Café Amaretto</p> <p>Affogato</p>	<p>On a sunny day on a terrace of one of Galliano’s on trade outlets</p> <p>At a home party to impress friends</p> <p>After dinner</p>	<p>Lifestyle publications such as ELLE magazine, VOGUE magazine, L’UOMO etc.</p> <p>National food publications such as Jamie Magazine, Good Food magazine, ELLE à Table, etc.</p> <p>Lifestyle specials in national daily papers</p> <p>Consumer events, such as culinary festivals</p>



LA GIUVENTÙ

Who are they?

These are the young flavourmakers. They are both male and female and between the age of 25 and 40. La giuventù live in larger cities and enjoy the urban life. They are young professionals with a moderate to high income. These sophisticated youngsters are well educated and appreciate quality. For them, staying on top of the latest trends is an essential part of life and they share their finds and interests on Facebook and Instagram. The quality and rich heritage of Galliano is what makes them loyal to this brand.

WHAT DO THEY DRINK / CREATE?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
<p>I’Aperitivo Tonic</p> <p>Americano</p> <p>Negroni</p> <p>Galliano Sour</p> <p>Espresso Martini</p> <p>Tiki cocktails</p>	<p>At the city’s hotspots; high quality restaurants with Italian influences</p> <p>On trade venues; bars that serve the Galliano range and mix them into their own creations</p> <p>At home with friends on the rooftop terrace or balcony</p>	<p>Lifestyle publications; ELLE magazine, Glamour, VICE, etc.</p> <p>National men/ gadget/ luxury publications</p> <p>National lifestyle/ food/ travel blogs & vlogs</p> <p>Lifestyle instagrammers</p> <p>Consumer events: music and lifestyle festivals</p>

THE GALLIANO SPIRIT

These are the terms and words that keep on coming back when we speak about Galliano.

INTENSE VIBRANT
FLAIR FLAVOURS FRESH
FLAMBOYANCE DIGESTIVO HISTORY
LA DOLCE VITA COMPLEX
LIFESTYLE MOMENTS RICH
SPIRITO ITALIANO
QUALITY STORIES PREMIUM HERBS
ENJOY ITALY FRIENDS
CRAFTSMANSHIP HERITAGE
TASTE LIVORNO APERITIVO
AUDACITY METROPOLITAN
PASSION INDULGEMENT
CLASSY



THE MESSAGE

GALLIANO'S KEY MESSAGES

While our minds are filled with long, winding roads lined by pine trees and flowing hills in Tuscany, these are the things we say about Galliano:

“Galliano is a ‘La Dolce Vita’ inspired Italian drink that is smooth, rich in flavour and a bit playful.”

“Galliano is a true sophisticated Italian spirit; full of character and zest.”

“Come nightfall; friends gather, stories are being shared and turn into unforgettable moments.”

“Galliano is an artisanal and authentic Italian product. A powerful, delectable spirit, with a unique history of craftsmanship.”





Le Linee Guida

THE GUIDELINES





The Galliano Brand

These guidelines set out the basic elements of our brand; the Galliano brand mark, photography, colours, typography, and examples of key applications. Their purpose is to ensure consistency of the brand's identity whenever and wherever it's applied.

These guidelines are designed as a key reference manual for all those involved in the development and application of the Galliano brand, such as packaging, advertising, marketing, sales materials, exhibitions and trade shows. These instructions will be particularly important for brand managers whose role is to oversee, direct and monitor the use of Galliano's brand style. They are also an essential tool for external suppliers such as advertising agencies, design agencies, web agencies and printers who create any type of printed matter for Galliano.

THE BRAND MARK

PRIMARY AND ALTERNATIVE

The Galliano brand mark reflects the essence of Galliano: heritage and craftsmanship combined with contemporary style. The Galliano logotype combined with the Galliano crest and Arturo's signature have a unique and sophisticated identity.

THE PRIMARY BRAND MARK

Wherever possible the primary brand mark (fig. 1) should be used. However, where space is limited or the background is too complex an alternative version of the brand mark without the crest and Arturo signature should be used (see fig. 2).

The elements within the primary brand mark are always used together, as shown right. Their sizes and position relative to one another are fixed. These elements have been specially drawn and the brand mark exists as a set of unique master artworks.

The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.

THE ALTERNATIVE BRAND MARKS

The elements within the alternative brand mark is always used together, as shown in fig 2. Their sizes and position relative to one another are fixed. This element has been specially drawn and the alternative brand mark exist as a unique master artwork. The alternative brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.

fig. 1 - The primary brand mark
fig. 2 - The alternative brand mark



fig. 1



fig. 2

THE CREST & SIGNATURE

It's permissible to use the elements of the crest and Arturo's signature separately as a graphic element.

The elements within the crest and the elements within Arturo's signature are always used together, as shown right. They should always be reproduced as a one colour. Their sizes and position relative to one another are fixed. These elements have been specially drawn. The crest and signature sign should only be reproduced from the master artworks and should not be redrawn or altered in any way. These crest and signature marks are available in different file formats.

The master artworks are provided in a digital format. For illustration purposes only gold is shown here.

fig. 1 - Crest with signature

fig. 2 - Crest alone

fig. 3 - Arturo's signature



fig. 1



fig. 2



fig. 3



THE COLOURS

PRIMARY BRAND MARK

The brand mark should only be reproduced in the colours shown in this and the following pages or reversed white out.

The background behind the brand mark should be of an even tone to aid contrast and legibility. This applies to both a flat colour background and a photographic background.

- fig. 1 - Full colour version
fig. 2 - One colour gold version
fig. 3 - One colour white version



fig. 1



GALLIANO GOLD
Pantone® 871C
Pantone® 871U
C: 0 M:35 Y:50 K: 5
R:140 G:115 B:74
Hex 8C 73 4A



GALLIANO GREY
Pantone® 426C
Pantone® 426U
C:0 M:0 Y:0 K:100
R: 5 G: 9 B:31
Hex 19 1D 1F



GALLIANO DARK RED
Pantone® 1955C
Pantone® 1955U
C:0 M:100 Y:60 K:37
R:141 G: 7 B:61
Hex 8D 1B 3D



fig. 2



fig. 4

THE COLOURS

ALTERNATIVE BRAND MARK

fig. 1 - Full colour version

fig. 2 - Full colour simplified

fig. 3 - One colour gold version

fig. 4 - One colour gold version simplified



GALLIANO

SPIRITO ITALIANO

fig. 1



GALLIANO

SPIRITO ITALIANO

fig. 2



GALLIANO

SPIRITO ITALIANO

fig. 3



GALLIANO

SPIRITO ITALIANO

fig. 4

fig. 1 - One colour white version
fig. 2 - One colour white version simplified



fig. 1



fig. 2

THE MEASUREMENTS

SPACING

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space. The clear space area remains free of other elements, such as type and other graphic elements. The minimum area of clear space is shown right by the keyline containing the brand mark. The construction of the clear space area is based on the cap height of 'SPIRITO ITALIANO'. The clear space area is a minimum and should be increased wherever possible.





THE MEASUREMENTS

SIZING

The size of the brand mark is specified by measuring horizontally across the solid part, not the drop shadow, of the brand mark, as shown right. This ensures sizing consistency regardless of which version of the brand mark is used.

The minimum size of the brand mark for print is 25mm, as shown right. There is no limit on the maximum size of the brand mark.

All brand mark master artworks have been created measuring 100mm across the width of the Galliano word mark without the drop shadow. This ensures consistency and easy resizing.



LIVORNO 1896

GALLIANO

SPIRITO ITALIANO

Measure across width of brand mark.



Minimum size of 25mm.



THE GRAPHIC ELEMENTS

CREST • SIGNATURE • PATTERN

Certain elements of the Galliano label design can be used on other materials to add character and to create a strong visual link to the product.

THE CREST

The Galliano crest is made up of the 'Spirito Italiano' motif, the 'G' monogram and the herbs, as shown right. It can be used as a shorthand for the brand, for example, on top of the bottle caps.

THE SIGNATURE

The Arturo signature is made up of the Arturo Vaccari signature and the city and date of creation. It can be used as a shorthand for the brand.

THE PATTERN

The herb pattern was developed as a background element for the Galliano labels. It was designed in recognition of the importance of the many different herbs that are uniquely blended together to create the distinctive Galliano flavours. It can be used as a graphic element such as a varnish or for example on the left and right side of the pages of this brand bible.





THE TYPOGRAPHY

FONTS

Following these guidelines on how to use typography give communications the right look and bring consistency to all Galliano material.

ITC Avant Garde is used on all printed Galliano communications.

ITC Avant Garde Bold – used for document titles and headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!**

ITC Avant Garde Medium – used for document titles and headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!**

ITC Avant Garde Book – used for running heads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!**

ITC Avant Garde Extra Light – used for main headings or advertising headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!**

Adobe Garamond Pro is the font we use for body text.

Adobe Garamond Pro Bold – used for body text, body text headings and captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!

Adobe Garamond Pro Regular – used for body text, body text headings and captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!

Adobe Garamond Pro Italic – used for body text, body text headings and captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$?!ZZ

PLEASE NOTE:

Garamond Bold, Regular and Italic are used in exceptional circumstances as our default system font in place of Adobe Garamond Pro, for example, in PowerPoint or on our website.
If Garamond is not available it is permissible to use Times as an alternative.

THE TONE OF VOICE

Galliano is as careful in choosing the words to tell its tale, as it is in blending its spirit. Our Italian roots infuse a melodic narrative into the English language through a vibrant vocabulary. We don't really like something; we adore it. We don't think it's beautiful; we find it breathtaking. We aren't very happy; we are joyous. Nevertheless, we cherish a certain modesty. We shouldn't be over explaining. We let our words paint the picture without ever sounding pompous.

THE SOCIAL MEDIA GUIDELINES

USA SOCIAL MEDIA ACCOUNTS

Facebook: GallianoLiqueurUSA

Instagram: @DrinkGalliano

USE OF PHOTOS

When using photos for placement on social media please stick to the design of the crest, as shown on the right, to watermark the photos.

Use only in it's golden version, unless the photo is too complex, then use the white variant.

HASTAGS

Always add the following hashtags:

#galliano

#SpiritofItaliano

#gallianomoments







Per Concludere

The End

You've discovered every flavour of Galliano. And like a homemade dish or beautiful drink, this story is best when shared. Pour your audience a thirst-quencher, while you reveal the tale of this true Italian spirit. Spirito Italiano. Galliano.
