



# BRAND TRAINING DECK

# GALLIANO BRAND IDENTITY

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  
METROPOLITAN INDULGEMENT  
PASSION CLASSY



Galliano is the premium range of Italian liqueurs which offers the richest and finest tastes of the Italian food and drink culture (Aperitivo & Digestivo Italiano).

# THE HISTORY OF GALLIANO

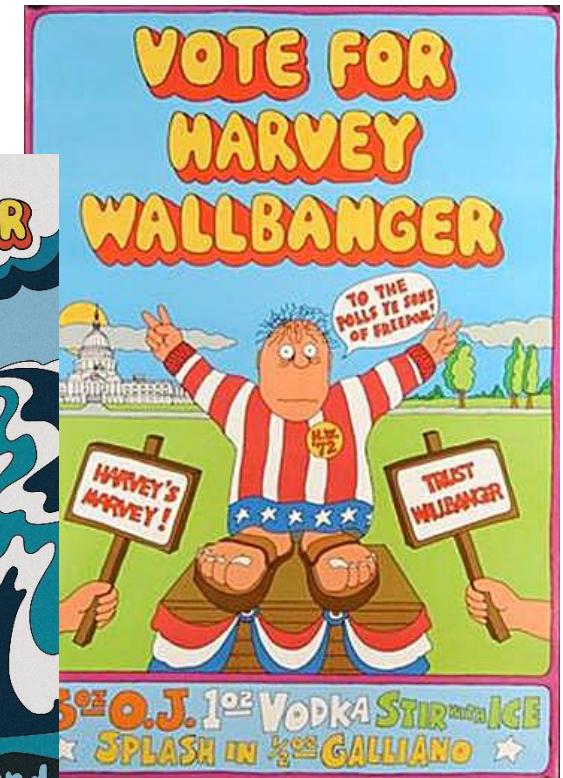
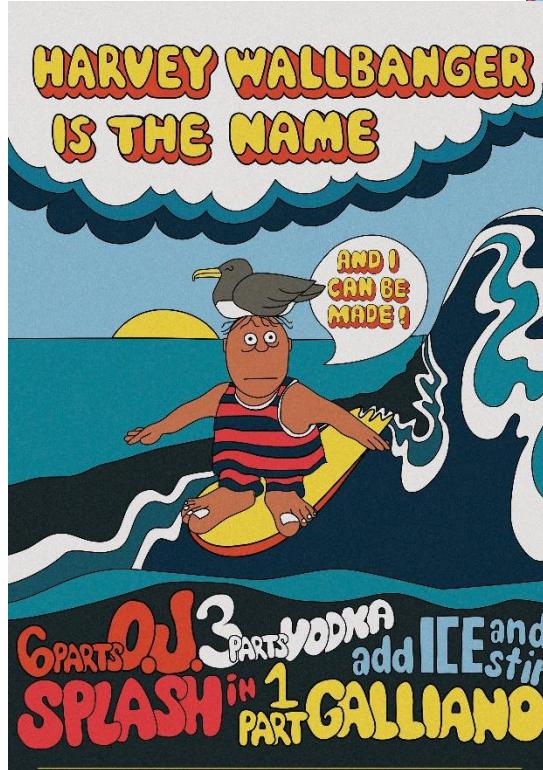
- Picture 1896... Italy... Tuscany, specifically the port town of Livorno
- Arturo Vaccari: The creator of Galliano, born in Livorno, Italy in 1854.
- Galliano, the man: Inspiration behind the name - Italian war hero Maggiore Galliano in the late 1800s. Always described as a 'dashing and commanding figure'
- The Gold rush: Italian immigrants were given a bottle of Galliano as they boarded US-bound ships and began their quest for gold in California. Hence the golden yellow color.



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# THE PHENOMENON OF HARVEY WALLBANGER

- The **iconic** cocktail was first mentioned in the late 60s
- Named after a Californian surfer who had a few too many drink after loosing a competition
- In the 70's, the Harvey Wallbanger propels Galliano to a **500k brand** in the USA!
- In 1972 – got the **most write-in votes** in the presidential election
- Earned himself his own National Holiday: **November 8th – National Harvey Wallbanger Day**



# THE BOTTLE

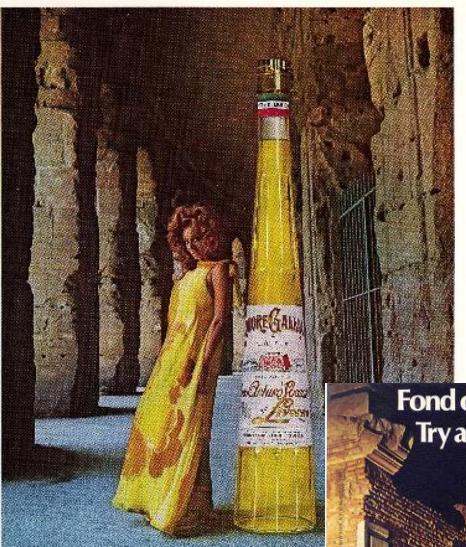


GOWN BY SORELLE FONTANA—ROME

**Fond of things Italiano? Try a sip of Galliano.**

As classic as the Fontana dei Quattro Fiumi. Try a sip of its bright, sunny flavor. Yours to enjoy in the tall, tapered bottle. Galliano, the fine Italian liqueur that has conquered America. Tonight's the best time to try it.

80 PROOF LIQUEUR, IMPORTED BY MCKESSON & ROBBINS, INC., NEW YORK, N.Y. ©McK&R, 1966



**Fond of things Italiano? Try a sip of Galliano.**  
Offstage at the ancient "Teatro di Marcello," cinema star Maria Grazia Duccella models a gown of the sun. "Galliano liqueur," says the star. "It's a delightful combination of elegance and taste." The bottle is "distilled from the rays of the sun," says the legend.



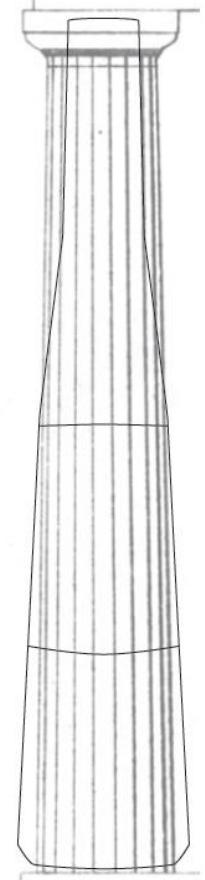
**Fond of things Italiano? Try a sip of Galliano.**



**Fond of things Italiano? Try a sip of Galliano.**

The setting: against the timeless elegance of Castel Sant'Angelo, on the bank of the Tiber. The star: prima ballerina Leda Lojodice, modeling palazzo pajamas by Emilio Pucci. The bottle: Galliano, legandare Italian liqueur "distilled from the rays of the sun." The taste: every sip a delightful combination of the classic and modern elegance of Italy. Galliano—the fine Italian liqueur that has conquered America. Let it win you over. Tonight.

80 PROOF LIQUEUR, IMPORTED BY MCKESSON LIQUOR CO., NEW YORK, N.Y. ©McK, 1969

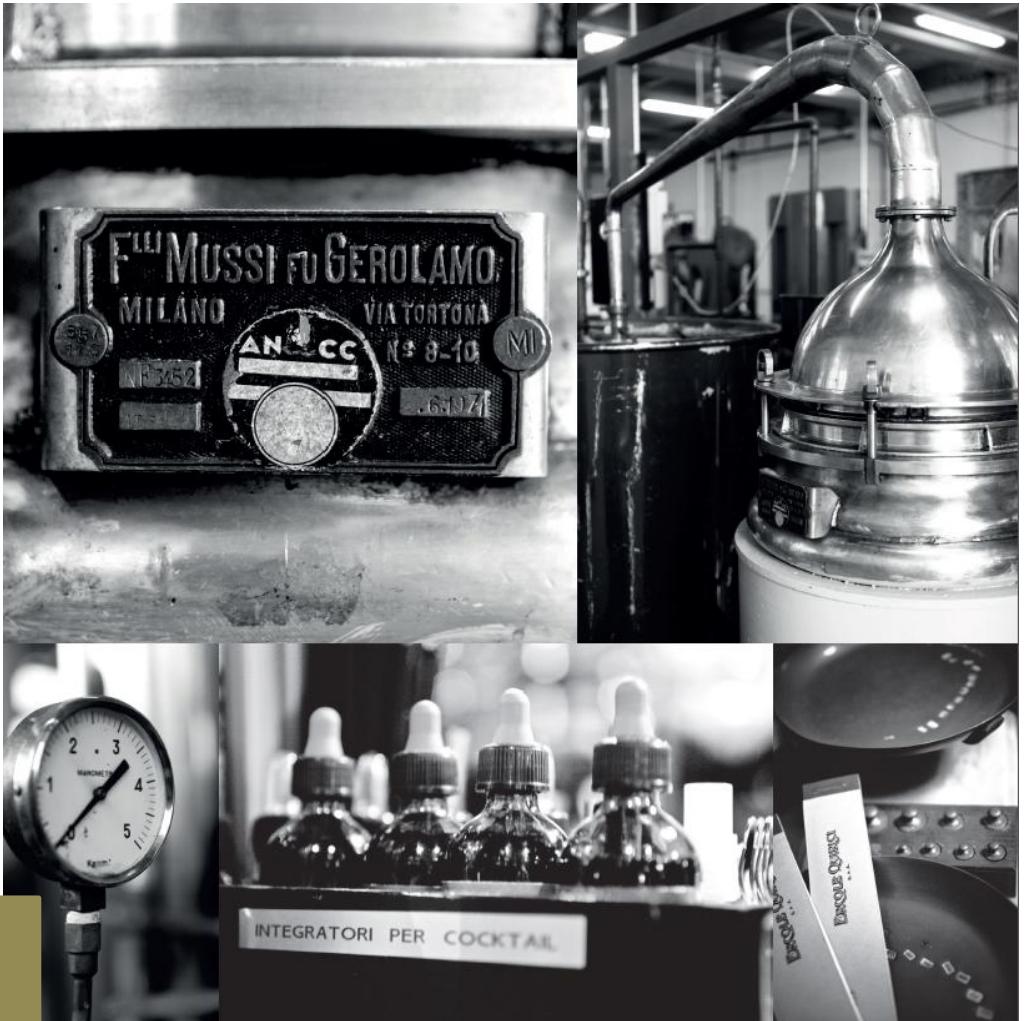


Meant to symbolize greatness! The tall, slender shape with many tapered flat sides was inspired by the columns of the ancient temples of Rome and the mighty glory of the Roman empire.

## MADE IN ITALY

- To make Galliano, A. Vaccari turned to Fratelli Maraschi SPA, a company established in 1888 in Torino.
- Today, Fratelli Maraschi is known as Maraschi & Quirici, situated in a small town high in the foothills of the Italian Alps just outside Torino, where so many of the herbs and spices used in Galliano grow.
- Now in a pristine, modern factory, the standards of their founders prevail and they are world famous for the quality of their extracts.
- To this day Maraschi & Quirici are the sole providers of the ingredients which are the essence of the incomparable taste and aroma of Galliano.

**True Craftsmanship:  
Galliano is made by the same distillers since 1896**



# GALLIANO

## Spirito Italiano



# GALLIANO FAMIGLIA

- Family is the cornerstone of Italian culture.  
Therefore, it's the cornerstone of Galliano.  
Together we're so much better.
- The only brand with the full Italian 'artisanal famiglia' for all typical Italian moments: pre- and after-dinner.

Galliano  
L'Autentico

Galliano  
L'Aperitivo

Galliano Espresso





# GALLIANO L'AUTENTICO

BOTANICAL • RICH • COMPLEX



- Arturo Vaccari captured the spirit of his beloved 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, cardamom, sandalwood, star anise, cinnamon, sage, thyme, mint, lavender and Madagascar vanilla.



# GALLIANO L'AUTENTICO

## TASTING NOTES

*Tasting Notes:*

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.

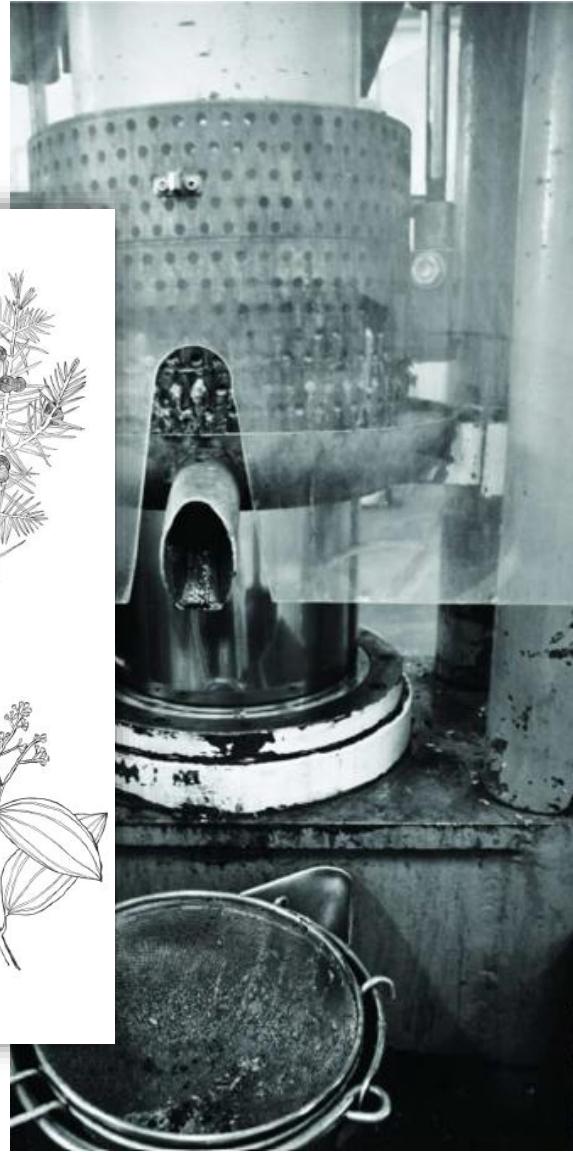
42,3% ABV

# GALLIANO L'AUTENTICO

## PRODUCTION NOTES

Galliano L'Autentico is created by using 7 infusions and distillations. It's blended from nine component parts, several being highly complex themselves.

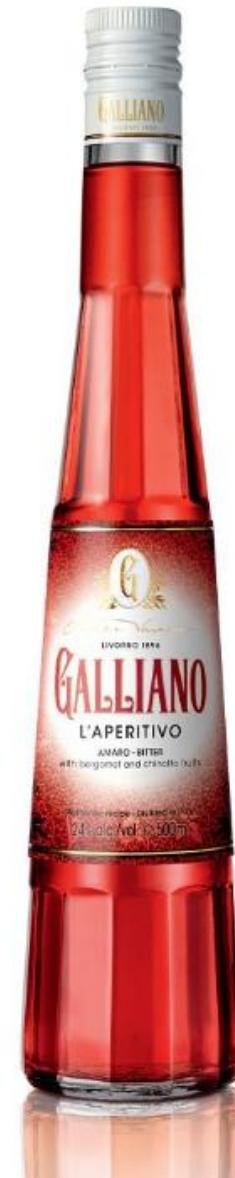
The intricacy of the final recipe of Galliano L'Authentico remains a guarded secret to this day.





# GALLIANO L'APERITIVO

FRESH • RICH • BITTERSWEET



- Galliano L'Aperitivo is a bitter, or in Italian 'Amaro'.
- The unique recipe of Galliano L'Aperitivo includes many extracts and infusions of **Mediterranean citrus**es such as oranges, bergamots, bitter oranges, chinotto, tangerines and grapefruits. This fresh blend of fruits makes Galliano L'Aperitivo stand out in freshness.
- The ingredients of L'Aperitivo are macerated and rested at least two weeks to obtain the ultimate **flavor composition of fruits, plants and herbs**.
- Overall – 50 ingredients, where 80% of them are sourced in the Northern Italy

# GALLIANO L'APERITIVO VS CAMPARI



VS



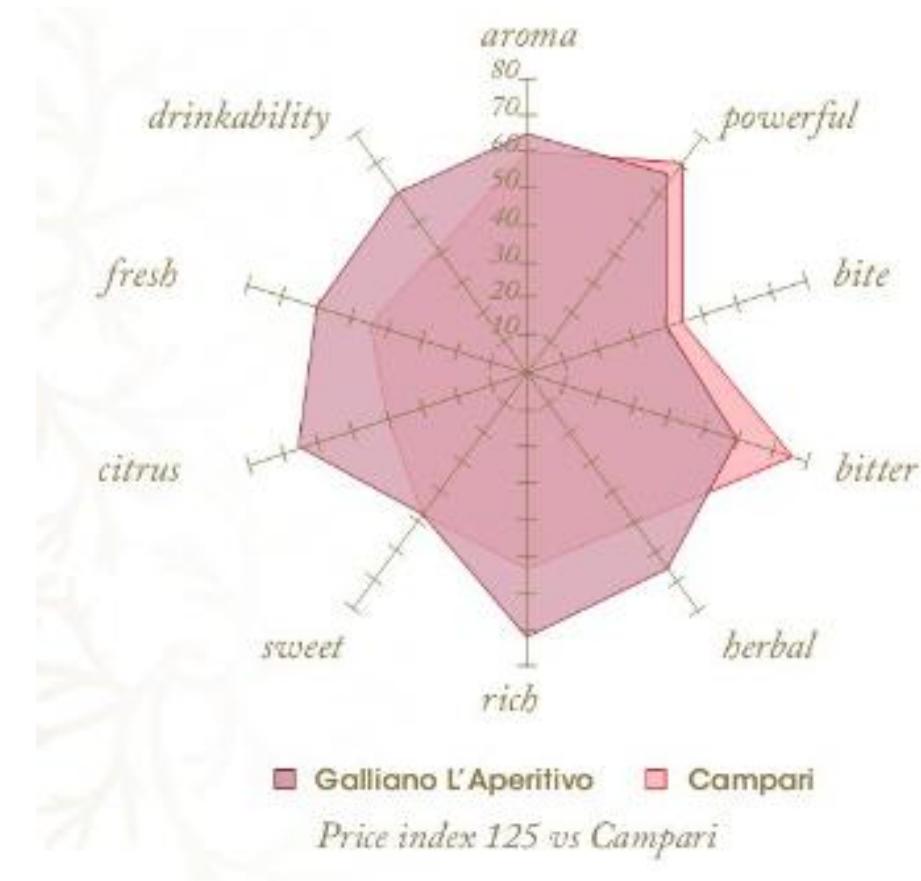
FRESH: many extracts and infusions of Mediterranean citrus: oranges, bergamots, bitter oranges, chinotto, tangerines and grapefruits.

RICH: variety of herbs that create layers of flavor (rhubarb, sage, cardamom, etc).

BITTERSWEET: A well balanced bitter, with a long gentle bitter finish.

Higher drinkability = mixes better in cocktails, wider application range, versatility

24% ABV



# FLAVOUR GALLIANO VS KEY COMPETITION



# BEST IN CLASS

THE HIGHEST RATED APERITIVO LIQUEUR ON THE MARKET: 94 POINTS

AS SEEN IN OCTOBER 2018

## WINE ENTHUSIAST<sup>®</sup>

### BUYING GUIDE



**94** Galliano L'Aperitivo (Italy; Lucas Bols USA, Manhasset, NY). Ideal for Negronis and other aperitivo cocktails, this bright red bitter is a touch lighter and more citrusy than standard-bearer Campari. The aroma skews fruity, while the palate is immediately bitter. A bit of red fruit emerges on the midpalate, while the long finish offers tones of grapefruit peel and cinnamon.

abv: 24%

Price: \$17/375 ml



Wine Enthusiast Ratings:  
Aperol: 90  
Campari: 84  
Cerasum Aperitivo: 90  
Cinque Aperitivo: 90  
Casoni Aperitivo: 92  
Luxardo Aperitivo: 90  
Mezzodi Aperitivo: 90

CENTURY AWARD BY PROOF AWARDS WITH THE ABSOLUTE SCORE OF 100 POINTS



93 points by Beverage Testing  
Institute 2021

# GALLIANO ESPRESSO

STRONG • INTENSE • DARK ROAST



- The deepest and most **intense coffee aroma & flavor** available
- Not tequila or rum based, pure espresso with alcohol from the sugar beet
- The ideal sugar balance for a perfect Espresso Martini
- **Outstanding quality** proven by multiple awards



**91**  
POINTS  
• Wine Enthusiast • Magazine

# RISTRETTO BLEND

**55% Arabica beans from Columbia and Brazil:**  
Chocolate, creamy delicate notes



**45% Robusta beans from India and Kenya:**  
Body and bitterness



30% ABV

# GALLIANO ESPRESSO

## PRODUCTION NOTES

**Stage 1** Coffee beans are macerated\* in alcohol and water, pressed, remacerated and pressed

**Stage 2** Rested for 15 days

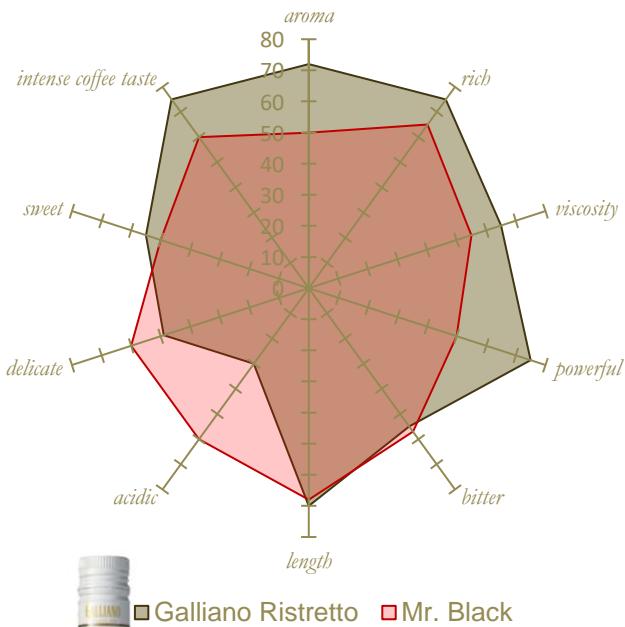
**Stage 3** Blended with water and sugar. There's no added coloring or any artificial ingredients.



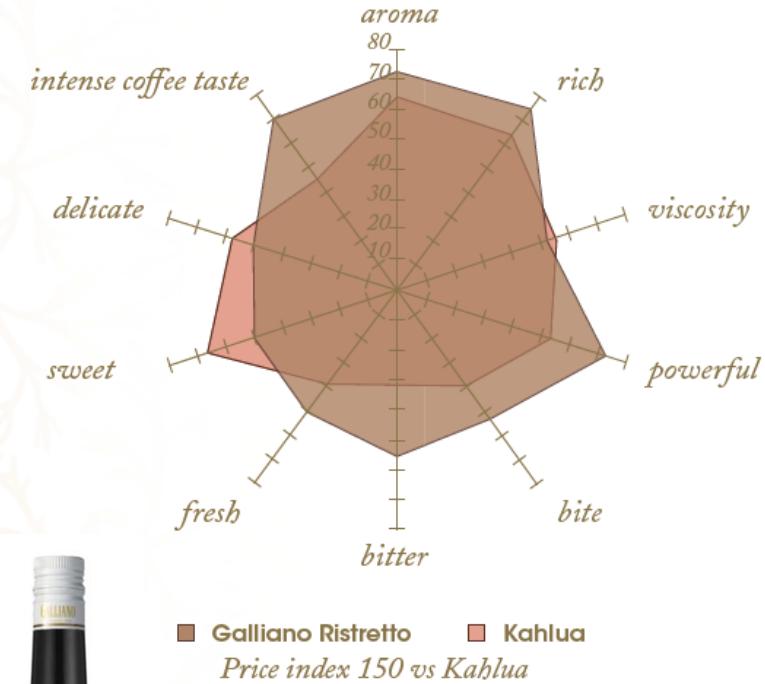
\*Means soaking the flavoring and coloring ingredients usually in a cold spirit. This could take a very long time, but may be the only possible method of retaining the character and color of some plants.



# GALLIANO ESPRESSO VS COMPETITION



VS



VS

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# RETAIL GUIDELINES

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# SHELF POSITIONING & PRICING



*Super Premium: 750 ml \$32-35; 375 ml \$19-22 (RSP)*



*Super Premium: price index 150 vs Kahlua*

In corresponding categories:

L'Autentico -> premium liqueurs

Espresso -> coffee liqueurs

L'Aperitivo -> Italian aperitifs



*Super Premium: in line with Campari*

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# COCKTAIL STRATEGY

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## 2 KEY ACTIVATION MOMENTS



### GALLIANO FRIZZANTE: Sparkling cocktails

*Brunch | Happy Hour | Welcome Drink | Celebration*



### GALLIANO COFFEE: Indulgent cocktails

*Brunch | Dessert | Apres Ski*

# GALLIANO FRIZZANTE

*Frizzante = Sparkling in Italian*

## COCKTAILS:

### GALLIANO FRIZZANTE

1.5 parts Galliano L'Aperitivo  
Top up with Sparkling Rosé



### DOLCE VITA SPRITZ

1 oz Galliano L'Autentico  
1 oz Fresh Orange Juice  
Top up with Prosecco



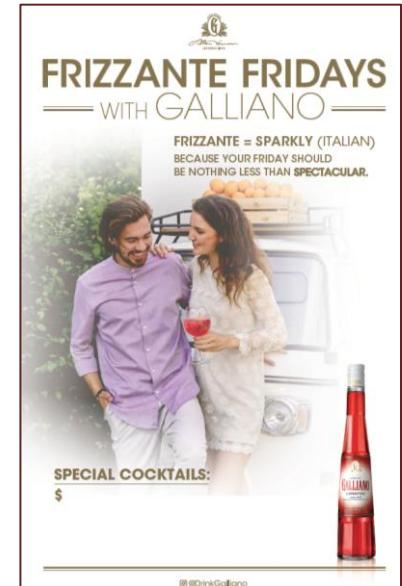
### NEGRONI SBAGLIATO

1 part Galliano L'Aperitivo  
1 part Sweet Vermouth  
2 parts Prosecco



### LIVORNO SPRITZ

1 oz Galliano L'Aperitivo  
1 oz Grapefruit Juice  
Top up with Prosecco



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## GALLIANO COFFEE

### Espresso Martini

*1 oz Galliano Espresso  
1 oz Vodka  
1 oz Espresso  
0.25 oz Simple Syrup*



### Galliano Hot Shot

*1 oz Galliano L'Autentico  
1 oz Hot Coffee  
1 oz Whipped Cream*



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## THE BARTENDER'S COLLECTION



### Red Light Negroni

1 oz Galliano L'Aperitivo  
1 oz Sweet Vermouth  
1 oz Bols Genever



### Galliano Sour

2 oz Galliano L'Autentico  
1 oz Fresh Lemon Juice  
0.25 oz simple syrup  
Egg white



### The Gold Rush

1.5 oz Galliano L'Autentico  
1 oz Mezcal  
0.75 oz Fresh Lime Juice  
0.5 oz Agave  
Pinch of Salt



### Frozen Irish Coffee

1.25oz Irish Whiskey  
0.75oz Galliano Espresso  
3oz Cold Brew Coffee  
1oz Chocolate Milk  
1 scoop chocolate ice cream

Blend with a handful of ice cubes

# TARGET CONSUMER



## 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.



## 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.

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## ELEVATOR PITCH

### ***What is Galliano?***

Classic Italian herbal liqueur, blended from 30 different herbs and spices.

### ***What is Galliano Espresso?***

Classic Italian espresso liqueur with bold and intense coffee flavor, all natural ingredients

### ***What is Galliano L'Aperitivo?***

Well-balanced Italian bitter blended from 50 Mediterranean herbs and citruses





*Galliano Liqueur USA*



*@GallianoCocktails*

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# SOCIAL MEDIA

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