



THE ORIGINS

1757 – *The Birth of an Italian Legend*

June 6th 1757 marks the beginning of Cinzano's great history. Two brothers, Giovanni Giacomo and Carlo Stefano Cinzano received their diplomas as Master Distillers and subsequently opened a small shop in Turin, Italy. Vermouth soon became amongst the most requested of their products, invented by Benedetto Carpano in 1786 vermouth has developed into a favorite amongst the aristocracy and middle classes and the Cinzano family was amongst the first pioneers to experiment with the new formula. The family business was then passed on to Carlo Giuseppe (1755) and his son Francesco (1787) that distinguished himself by attending the University of Master Distillers and becoming councilor in 1833 and mayor in 1836.

1800-1850 – *Santa Vittoria d'Alba and the Birth of Sparkling Wines*

In the early decades of the 19th century, Cinzano heirs continued their work with innovative inspiration and achieved such great commercial success that they were asked by the Savoy monarchs to offer their expertise for the enological experiments that were taking place in the *Royal Estates of Santa Vittoria d'Alba*. The experiments at the royal estates bore their fruits under the direction of Francesco Cinzano II (1814-1868). The goal: to emulate the incredibly popular French champagne that dominated the wine export market across the globe. The result: the birth of the Cinzano sparkling wines.

1851-1900 – *From craftsmen to industrialists*

In the mid 19th century the Cinzano family boosted production of their traditional products, especially vermouth, while continuing with their experimental work on a Pinot-based champagne. During the same period of time they rented the Royal Estates of Santa Vittoria from the crown and Enrico and Emiliano Cinzano (sons of Francesco II), built a wine pressing structure in Santo Stefano Belbo (in Piedmont, Italy) and opened commercial offices in Chambery, France. With their infrastructure firmly in place the Cinzano family moved on from their craftsmen *shop* and into industrial production.

20th Century and Beyond

Having moved from a small workshop to industrial production Cinzano began expanding its operations across the globe. By 1970, under the guidance of Enrico Marone Cinzano (1895-1968) and his son Alberto Marone Cinzano (1929-1989), the company had opened agencies and sales points in over 60 countries around the globe and was engaged in worldwide distribution. In 1999 Gruppo Campari acquired the brand.



THE BRAND

Key Moments in Marketing, Communication, and Advertising from the 1800s to Today

1853 -Labels and the Beginnings of Innovation

In 1853 the Cinzano family took a first step towards investment in advertising and communications by replacing its hand made labels with printed color labels, depicting the awards the brand had won at trade shows and fairs. This demonstrated a sensibility to marketing –despite the fact that the term would only appear several years later. This was uncommon at the time, and extended far beyond what their competitors' strategies. Not only had the family realized the necessity of presenting the bottle in a brighter, more appealing and colorful context, they also consciously chose to display their awards as a way of offering third party recommendations of their products that would be visible to all consumers.

1887 The First Print Ad

Before the turn of the 20th century, the first true Cinzano advertisement appeared on the city of Leghorn's // *Telegrafo* (The Telegraph) on December 8th-9th 1887, as a text ad enclosed between two ascending diagonal lines that read: "Vino Vermuth della rinomata Casa F. Cinzano." (Vermouth Wine of the renowned House F. Cinzano.) This first advertisement would open the doors to one of the most long lived and dynamic company communication histories around the globe.

1889 The First Poster

Just a year after the *Telegrafo* ad, Cinzano released what is seen as the company's first full color, large-sized print poster. It was signed by Adolf Hohenstein, one of the founders of Italian print advertising, The image of "The young god pan playing the pipes," marked the beginning of an era which would see illustration luminaries such as Leonetto Cappiello, Eugenio Colmo "Golia", Mario Gross Nico Edel, Ugo Nespolo, and Guido Crespax lend their pen to Cinzano communication.

Cinzano & Print Advertising 1900- 1915

During its initial phase, which ran from the end of the 19th century to the beginning of World War I, Cinzano advertising, and the philosophy behind it was brilliantly simple. It was characterized by a uniform, stylistic approach, which always connected and referred the product to a single image, that was immediately recognizable and remained memorable. This strategy is evident in Cappiello's *Zebra* (1910) as well as in all the work during the period when the product presentation becomes a creative metaphor that the public is able to absorb, making this part of its collective historical memory. Cappiello's *Zebra* is also a significant example of a very early form of synergetic marketing. The design was released in poster format, as an elegant glass bottle coaster, and as a stand alone wooden bas-relief, further demonstrating the family's emphasis on the creation of awareness and visibility for its products.

Cinzano, Early Innovator

Cinzano's print and highly collectible point of sale communication have become part of Italy's historical texture offering useful insight about the society and culture. They weren't, however, the only form of active communication the family undertook. Another "marketing" and advertising initiative of note included the use of an airplane for industrial advertising purposes for the first time ever. In 1911 this airplane flew above the skies of Milan showering the city with Cinzano promotional cardboard disks.

WW I

The twenty years which separated the first and second world wars- save for a few years of peace and prosperity- marked a period of economic difficulty and harsh social conditions that several companies were unable to survive. Though tried by the country's war effort, Cinzano succeeded in communicating throughout the great war by using the *Touring Club* monthly publication as a means of reaching a weary and exhausted population. It was on the covers of the *Touring Club* that Marcello Dudovich (1887-1969) gave life to a series of Cinzano covers related to the war effort, in an extant June 1916 release we see a Red Cross nurse and soldier walking through a camp and carrying a case of Cinzano products. This style was continued throughout duration of the war, and later issues of the magazines featured work by "Golia", Martedoso, Talman, Bruno and Cappiello that followed suit.

20s /30s



During the Roaring Twenties Cinzano was very active with its poster advertisements. One of the most famous Italian historical posters was "Woman leaning on a bunch of grapes" (Cappiello, 1920), who also produced "Bottle with flag" (1921), and "Punch and Columbine" (1926), all of which would come to be appreciated as some of the most significant work of this period. The Twenties also marked a return to "dizzy" advertising, albeit with different themes specific to the period such as the "flapper" as a sign of women's rising social status and a greater connection to sports as well as the rising 'movie star system' which introduced the heavy use of testimonials in print advertising that continues till this day.

Television Age

Through the rest of the 20th century Cinzano continued to produce poster and print advertising signed by important artists and illustrators and flanked now by agencies to guarantee a uniform international communication strategy. One particularly successful ad in Italy was the 1949 Totò poster for Cinzano Soda showing the unforgettable actor in a series of comic strip-*like* photos.

Beginning in the 60s Cinzano refocused its communication on cinema, radio, and television. Over 230 television advertisements were recorded between 1957 and 1980. Television advertising for Cinzano around the world immediately took up the symbolic and unforgettable quality that had been a staple of Cinzano print ads in the past.

Amongst the most famous Cinzano TV Ads the English commercials featuring Joan Collins and Leonard Rossiter have entered the advertising hall of fame. Ten sketches were produced wherein Rossiter inevitably poured a Cinzano on a progressively more resigned Joan Collins and together they earned 11th place as the best TV commercial in England of all time.

The Recent Years

When Gruppo Campari acquired the brand in 1999, the Cinzano spirit was reborn and communications began to flourish with a fresh and bold outlook for the new millennium. The partnership with Selwyn Senatori and the 'True Spirit' campaign in 2008 will encapsulate the genuine, bold and bright style of the Cinzano brand. Cinzano will maintain its Italian and celebratory nature, with a fresh, spontaneous and slightly cheeky spirit. Cinzano is perfect to share with friends on special occasions or just for good fun.

Cinzano has been a major sponsor of the MotoGP an activity that has brought it closer to millions of thrill seekers and experiencers around the globe. 2010 is the year of the image restyling, reflected in a new logo that translates in a modern way the brand's Italian style and tradition.



Cinzano Brands

Vermouth

Cinzano Vermouths are conceived through the union of wine, alcohol, sugar and an infusion of herbs and spices, of which absinthe is without a doubt the most important. In all its versions Cinzano, as an aperitif or as an after-dinner drink, is best enjoyed chilled (ideally between 8° and 12°C). Before meals it may be accompanied by savoury snacks in order to perfectly prepare the palate for the first sip.

Cinzano is not only an ideal aperitif, it is also an ideal cocktail mixer and is one of the most common ingredients used in the most renowned cocktails around the world, The Cinzano Vermouths are also great straight or on the rocks.

Cinzano Bianco is fragrant and full bodied, yet delicate. The aromas of fresh herbs, lemon and spice are superbly refreshing and welcoming. It's friendly, flirtatious and full of style.

Cinzano Rosso is dark red in colour and wrapped in intense, delicious flavours. Sweet and fragrant with flavours of citrus and berries it has a uniquely persistent but pleasantly bitter finish. Cinzano Rosso is exciting, rich and daring.

Cinzano Extra Dry is off dry and is characterized by an inviting light yellow hue. The flavours are vibrant and alive with notes of aromatic herbs. It's round, carefree and tempting.

Cinzano Rosé is pink with orange highlights and sinfully aromatic with sweet aromas of cinnamon, cloves, and vanilla. It's young, spontaneous and playful.

Mediterranean Flavours

Cinzano Limetto Cinzano gets a new lime twist! A light shade of yellow with a hint of green, it is characterized by an intense aroma of lemon rind, with a hint of lime, mandarin, butter orange and spices. It is sweet, fruity and lively Mediterranean sun in a glass.

Cinzano Orancio A warm amber colour and delicious orange twist with flavours of sweet orange, burnt caramel, candied fruits and vanilla. It's unlike anything you have ever tried- sunny, Mediterranean, and delicious.



Sparkling Wines

The Cinzano range of sparkling wines includes both sweet and dry versions, each with their own unique characteristics. The Cinzano sparkling wines are ideal for a toast, at the end of a meal, or for any special occasion. Pinot Chardonnay Cinzano, Prosecco Cinzano, and Bonsec Cinzano are perfect aperitifs and are best enjoyed in a flute, whilst Asti D.O.C.G. Cinzano, Brachetto d'Acqui D.O.C.G. Cinzano, and Gran Cinzano are best offered at the end of a meal in a champagne glass, to accompany dessert.

Asti D.O.C.G. Cinzano is the most renowned of all the Cinzano sparkling wines. It is produced using white Moscato grapes from the D.O.C.G. area of Asti, in the heart of Piedmont. It possesses a sweet and fruity flavour.

Gran Cinzano is a slightly sweet, light and fizzy sparkling wine that is obtained from the noblest grapes, from selected vineyards within Italy.

Brachetto d'Acqui D.O.C.G. Cinzano is a sparkling wine with a sweet and fruity flavour and a distinct ruby colour that is produced in the D.O.C.G. area of Acqui Terme in Alessandrino.

Pinot Chardonnay Cinzano comes from the natural fermentation of specially selected Pinot and Chardonnay grapes that provide the exclusive sparkling brut with its fragrant and fruity flavour.

Prosecco Cinzano is a dry and aromatic sparkling wine, from the best vineyard areas of the Colline Trevigiane. It is a young sparkling wine, with a vivacious froth and subtle but persistent perlage.

Gransec Cinzano is a dry sparkling wine, produced through a natural fermentation process. It is characterised by a fresh and pleasing perfume and a slightly fruity, balanced and enjoyable flavour.

Cinzano Rosé is the latest addition to the Cinzano sparkling wine offerings. Cinzano Rosé is a dry sparkling wine characterized by its natural pink color and brilliant reflections. It has a fresh, intense and penetrating aroma with a bouquet of delicate wild berries.

Top Markets (Volumes as of 2010) (Cinzano Sparkling Wine):

Germany, Italy, Russia.

Top Markets (Volumes as of 2010) (Cinzano Vermouth):

Argentina, Russia, Germany, Italy.



Did you know that:

- The blue and red logo was introduced in 1925. The red symbolises passion, pride, and vivacious radiance., while the blue represents nobility, tradition, and the depth of the Mediterranean. Together the two colours embody “Italianness” and the upward diagonal slash between them was a symbol for the upward path of the company.
- The popular drink known today as the Americano was once known as the Milano-Torino because of Campari’s headquarters in Milan and Cinzano’s in Turin. It was renamed the Americano in honour of the American tourists that seemed to appreciate the drink during the prohibition.
- The term Vermouth comes from the German word Vermut meaning Absinthe, a primary component of the fortified wine.