



Throughout its history, Giulio Cocchi has used the aperitif wine Americano profile to highlight the fine aromatic grapes of Piemonte. In Cocchi Americano Rosa, the Brachetto d'Acqui wine base provides the white rose and rich berry notes typical of the famous sparkling wine of the same variety, while the addition of rose and ginger to the traditional bitter base provides a rounder profile.



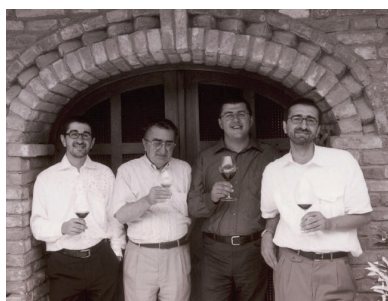
APERITIF
WINE
Italy
16.5% Alc/Vol

375 ml | 8007117010214
750 ml | 8007117010085

12 x 375 | 8007117011211
12 x 750 | 8007117016067

Highlights:

- Flavorful, refreshing all-purpose aperitif of Piemonte, Italy
- Brachetto d'Acqui wine base; notes of white rose and berry
- Americano: gentian bitterness balanced with quinine and citrus
- Mix with club soda or sparkling wine; slice of lemon or grapefruit
- Adds depth to stirred whiskey cocktails, shines in sour cocktails
- Great with salty snacks and cheeses, such as Parmigiano-Reggiano

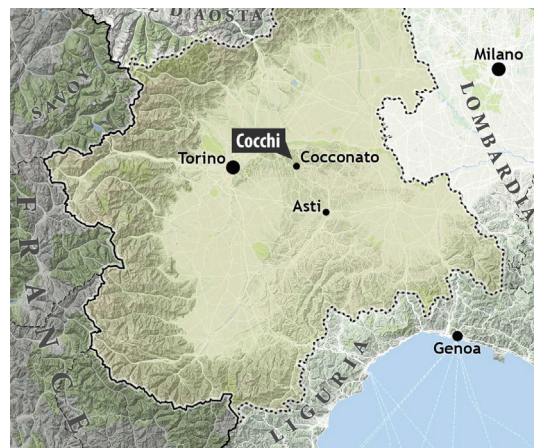


The simplest Cocchi Rosa cocktails are often the best—just add club soda or sparkling wine. A slice of lemon or grapefruit lifts everything up and stimulates the nose and brain. These drinks are all-purpose aperitifs—great with salty snacks (particularly Parmigiano-Reggiano), perfect before a meal. The longer shelf-life and lower pour-cost give great value to bars and customers alike. The ginger note in Cocchi Rosa adds depth to stirred whiskey cocktails, particularly with younger ryes and lighter

Scotch and Irish whiskeys. Cocchi Rosa shines in sour drinks; add a splash to a Paloma, or shake in a gin or tequila sour for a floral edge and bright pink color.

Cocchi has produced wine-based aperitifs and traditional Piemontese sparkling wines since 1891. Since 1978, the company has been owned and operated by the Bava Family, themselves renowned producers of sparkling wine in Monferrato and Langhe.

Americano is the name of a category of aperitif wines, enshrined in Italian and EU law, which derive flavor first from gentian and may also be colored red or yellow. The term originates from the Italian word 'amaricante', meaning bittered.



Refreshed Rosa

Refreshed Rosa

Build in a double rocks glass filled with ice:

1 oz Cocchi Americano Rosa
1 oz Dolin Blanc Vermouth de Chambéry
0.5 oz IPA

Garnish with lemon peel.

Negroni Rosa

Stir with ice:

1 oz Hayman's London Dry Gin
1 oz Cocchi Americano Rosa
1 oz Aperitivo Cappelletti

Strain into a coupe.
Garnish with orange peel.

Rosa Classico

Build in a double rocks glass filled with ice:

3 oz Cocchi Americano Rosa
3 oz club soda

Garnish with grapefruit peel.

Santa Rosa Highball

Build in a highball glass filled with ice:

2 oz Cocchi Americano Rosa
1 oz blanco tequila
3 oz grapefruit soda

Garnish with lemon peel.