

Celebrating
MARTINI
150 years

LUCK IS AN ATTITUDE™

MARTINI®
150 STORIES

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INTRODUCTION

The MARTINI® 150 Stories celebrate 150 Years of culture, society, art and commercial success. However, they are much more than just history.

Behind the photographs, letters, bottles and posters there is an inspirational story to be discovered – life is what you make it.

Since its creation in 1863, MARTINI® has consistently made brave choices and stepped into the unknown. As a direct consequence, the brand has grown, prospered and enjoyed every chapter of its journey.

150 Stories is a new kind of timeline, telling the MARTINI® story through the lens of LUCK IS AN ATTITUDE™ and tracing moments of creativity, year in, year out. Each story embodies the kind of playfulness, style, authenticity and courage we all aspire to.

LUCK IS AN ATTITUDE™ is a way of being.

And it's as relevant now as it was then.

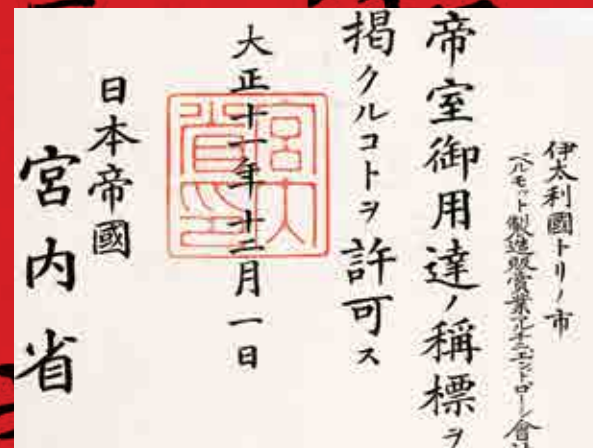
FOUNDERS

1922

GO BEYOND
YOUR LIMITS

Japan is a long way from Italy. Nonetheless, in 1922, the Emperor Yoshihito, known as Taisho, awarded Martini & Rossi the title of 'Suppliers to the Imperial House of Japan'.

The first cases of vermouth had been delivered to Yokohama in 1871 and the custom of the Italian aperitivo spread quickly. Many importers sought sole agency, but it was not yet possible to control sales at the large international harbours. Martini & Rossi took a risk and set up branches abroad instead, becoming an enduring local presence.



1928

LOOK AFTER
YOUR STORY

If it wasn't for the MARTINI® Archive at Pessione, we wouldn't be able to step into the past, and if it wasn't for photographs, we wouldn't be able to see it.

By the 1920s, MARTINI® had a large network of international offices and regularly took photos for its records. Look closer, and for a moment, you're transported to the streets of Tallinn, New York, Addis Ababa... each image a snapshot of MARTINI® heritage.

1929

RELAX

MARTINI® has always worked as a family, fostering a strong company spirit and setting aside resources for its employees to take time out together.

In the 1920s, it supported the Pessione workers' bowls team and band, and day trips to the Alps – organised by the recreational club. Everyone needs (and loves) a little bit of downtime.



1955

LOOK INSIDE

To this day, a large and beautiful antique cabinet stands in the corner of the MARTINI TERRAZZA® in Pessione. Open up its creaking doors and there is treasure inside – more than 200 vintage MARTINI® bottles from the early days to the 1950s: Caffè Moka, Menta Glaciale, Marzapane, Anisetta, Triple Sec, Amarone, Rabarbaro Chinato, Elixir Camomilla, among others.

No one knows the origins of the cabinet, but in one glance it showcases to visitors the creative talent of MARTINI® Master Blenders and designers in a magical way.

1961

THE GOOD LIFE

Lando Rossi chose an Ancient Greek cup called a *Kylix* as the symbol for the new MARTINI® Museum of wine making. *Kylix* has a particular design feature: a painted scene on the interior base that reveals itself to the drinker as they enjoy their wine.

The delight of sharing a drink with friends was a cherished part of ancient Greek culture and MARTINI® continues this philosophy to this day. The good life is out there, you simply have to embrace it.

1977

WHEN THE TIME IS RIGHT, CONSOLIDATE

MARTINI® diversified in the 1960s, acquiring prestigious international names like Saint Raphael, Noilly Prat and Cognac Otard.

Keeping its feet on the ground, the company recognised the need for consolidation and grouped its worldwide subsidiaries under a sole holding company, the General Beverage Corporation (GBC).

In 1977, MARTINI® also set up General Beverage Management (GBM) to give consistency to production, publicity and commercial strategy.

2011

EVERYONE
HAS A DESTINY

LUCK IS AN ATTITUDE™ premiered at the Spanish Steps in Rome, with supermodel David Gandy hosting the ultimate MARTINI® experience.

Simultaneously, MARTINI® launched a campaign on Facebook® – an international search for the new face of MARTINI®, someone who truly lives LUCK IS AN ATTITUDE™. From 4,000 entries, 35 finalists were selected and a new star was born – Yuri Buzzi.

2013

DO YOU WANT TO CELEBRATE WITH US?

Since 1863, MARTINI® has believed, and shown through its every action, that there is no such thing as luck. You create your own future with the right energy. As MARTINI® turns 150, it celebrates its unique achievement and looks forward to the future with continued optimism, courage and *'gioia di vivere'*.

In 2013, MARTINI® invites the world to share in this special anniversary. The celebratory event will be held in Lake Como, Italy, and will be an event to remember. Consumers, along with celebrities, MARTINI® friends and family will mix, mingle and toast to the next 150 years for the world-famous brand. Because when all is said and done, luck truly is an attitude. And it's within us all.

THE COMPANY

1863

MIX YOUR EXPERTISE

The story of MARTINI® begins with the combination of three very different personalities. Alessandro Martini was a gifted salesman, Teofilo Sola the dependable accountant and Luigi Rossi, creative herbalist and liqueur expert. Any one of them could have made a solo bid for the company, but in the spirit of collaboration, they pooled their talents instead.

'Martini, Sola e C.ia' burst into life as a team; forward thinking and with everything to play for.

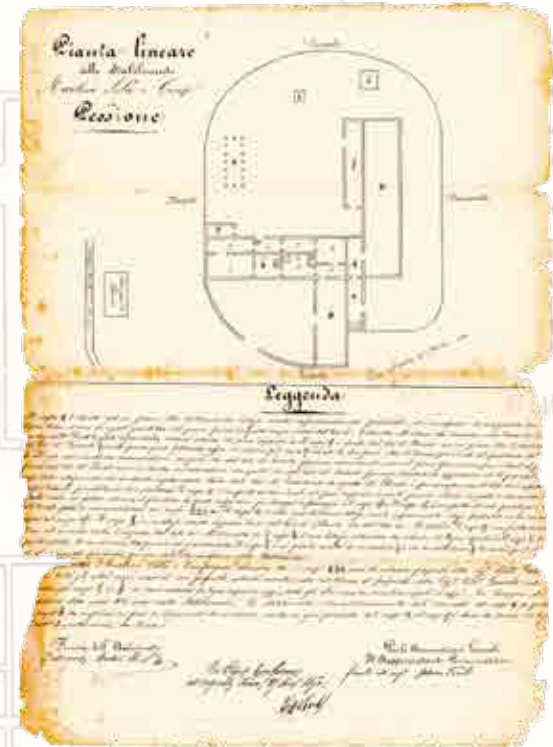


1864

TURN LEFT INSTEAD OF RIGHT

For wine expert Luigi Rossi, excellent vermouth was the top priority. He wanted to be close to the hills where he could source the best grapes and herbs, but he was also commercially minded, so he encouraged the team to step out of its comfort zone.

Searching further afield, Martini, Sola e C.ia chanced upon a piece of land in Pessione, Italy, next to the Turin-Genoa railway. An ideal spot for a production plant which would be the key to the company's rapid international expansion.



1866

DIVE INTO YOUR NETWORK

The Dublin award had confirmed '*the excellent quality of its spirits*', and Martini, Sola e C.ia proudly placed the figure of Victory, a female figure bearing a laurel crown, on its newly designed labels. But this was just the start.

From that year, the brand exhibited internationally at competition after competition, becoming a major player in Europe and America and joining a community of professionals where fresh ideas were exchanged and inspired.



1867

TRUST THE CALL OF ADVENTURE

The Martini, Sola e C.ia team were fast becoming astute businessmen, but they were also pioneers – modern entrepreneurs in the making. Instead of playing safe, they shipped crates of their vermouth across the Atlantic Ocean to New York on a steamship named Hermann.

A year later, the figures confirmed, 'Martini, Sola e C.ia exported three quarters of the vermouth sold in the USA'. If you want to grow, you have to take a leap of faith.



DATED IN Genoa 1st January 1867

1869

YOU ARE
THE FUTURE

The founders had skilfully guided their young company into new territory and generated a loyal following for their product. It's easy to forget where they first began, as employees to the spirits company Michel, Re, Agnelli e Baudino, founded in 1847.

Their achievement is startling. They had turned what was nothing more than a traditional distillery into an innovative brand, full of promise. Above all else, they had invested in their company with dreams.



GENOVA
S. Pier d'Arena
Palazzo Municipale.

BEZIERS
Place au Bled N°13.

L. P. Doyen & C.

1872

THINK BIGGER

Martini, Sola e C.ia had originally chosen the site at Pessione for its strategic location close to the Turin-Genoa railway line, and the company's 1868 label illustrated a steam train puffing in front of the building. This was good, but not good enough.

Four years later, it negotiated with Northern Italy Railways to build a private railway track inside the plant, connecting them directly to the royal station of Pessione. Inspired thinking.



1873

LIVE LIFE
TO THE FULL

In 1873, the label was redesigned to include a new honour, '*By appointment to their royal majesties, the Kings of Italy and Portugal*'.

This international fame was hard won. Trusted employees were travelling halfway around the world, letters took weeks to arrive, and the team were thinking on their feet. Voyaging into unknown territory takes courage – pure and simple.

1876

SMALL DETAILS
SPEAK VOLUMES

A beautifully designed company invoice, dated 28 October 1876, provides a snapshot of Martini, Sola e C.ia after 13 years of business. The address of the new luxury store in Rome is proudly placed alongside its Turin business address.

The company had become well known because it communicated style and identity through a number of different channels: product and people, at home and abroad, and at every opportunity.



Successo 15 giorni dalla apertura: un successo più accettato, le notizie di successo ne parlano, le notizie di successo ne parlano, le notizie di successo ne parlano.

1878

MAKE FRIENDS WITH TRENDSETTERS

By this stage, Martini, Sola e C.ia had Eastern Europe within its sights. One letter shows its smart approach in 1878 with the shipment of four casks of vermouth to St. Petersburg in the Russian Empire. These casks were specifically delivered to 'important personalities' in town.

Years before the concepts of early adopters and trendsetters, MARTINI® knew that influential people would always be its greatest advertisement.

1879

REMEMBER
YOUR ROOTS

Founding partner and accountant Teofilo Sola passed away at age 48, just as the company was becoming a leader in Piedmontese industry and consolidating expansion abroad.

Alessandro Martini and Luigi Rossi were determined to uphold his memory and maintained his name, taking on the new trade denomination '*Martini & Rossi – successors to Martini, Sola e C.ia*'.



1880

BUILD THROUGH CONNECTION

Wagen Frères, importer in Japan, sent news that aromatised wine was becoming popular, and that besides Yokohama, he was selling to clients in Tokyo, Kobe, Niigata, Hakodate and Hakone. He assured Martini & Rossi that he would soon be able to spread its products throughout the entire country.

Were it not for gifted salesmen like Wagen, Martini & Rossi would not have prospered as well as it did. Good relationships are all about reciprocity – managers who make their team feel valued.

1881

FAMILY MATTERS

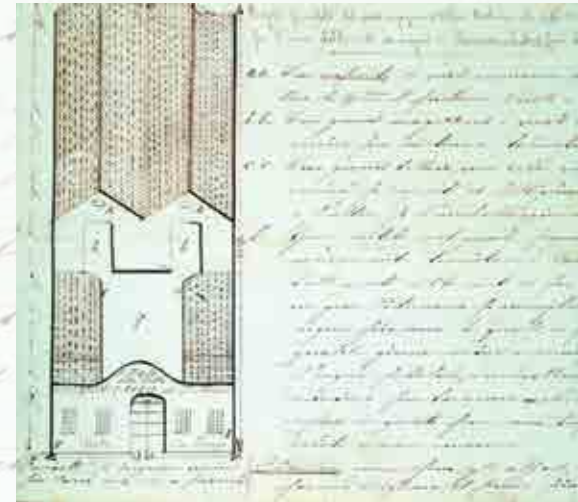
A comfortable apartment had been built on the first floor of the early 19th century building at Pessione, near Turin, now home to Luigi Rossi and his family.

Luigi was in sole charge of production, and having his family right next to him made all the difference. In the long term, the energy and love he put back into his household flourished as subsequent generations took care of the company's future.

1883

IF YOU WANT TO CUT COSTS, INVEST

Andrea Barberis, the company's business developer in Argentina, sent a letter with a bold new idea. If Martini & Rossi was to set up its own production site in the country, the company wouldn't have to pay the mounting customs duties, *'the choice of a suitable site to build a production plant, as you know, contributes largely to its success. The cost required to build two extensive areas of cellars and warehouses is about 50,000 lire, obviously in solid brick on which a further floor can be erected (if business requires)...'* Soon afterwards, his proposition came true and the Buenos Aires headquarters facility was inaugurated – the first outside Italian borders.



40 MEDALLAS DE ORO EN LAS PRINCIPALES EXPOSICIONES

VERMOUTH VINOS Y LICORES

1884

IF YOU COME TO A FORK IN THE ROAD, MAKE YOUR CHOICE

In 1884, Italian supplier Tagliazucchi received a letter inviting him to join the new Martini & Rossi branch in Argentina *'where there is exciting work to be done'*.

Tagliazucchi summoned his courage and left his homeland on October 18; he arrived in Buenos Aires 61 days later. He soon sent news to Martini & Rossi, congratulating the Mother House in Turin for the beautiful branch, which had *'rooms as impressive as Pessione'*.



Establec. Calle Santa Fe 1110
B^S AIRES

Establecimiento de Pessione
TORINO

GRANDE FABBRICA DI VERMOUTH
in PESSIONE

DISTILLERIA A VAPORE
in Montechiaro d'Asti

STABILIMENTI SUCCURSALI

GINEVRA

RUE MONTCHOISY 42 (CASA PROPRIA)

BUENOS-AYRES

VILLA CATALINAS (CASA PROPRIA)

BARCELLONA (SPAGNA)

SAN MARTIN DE PROVENÇALS

• TORINO •

Corso Vittorio Emanuele II, N. 42

CASA PROPRIA

TELEFONO INTERCOMUNALE
E INTERNAZIONALE

N. 2-71

1886

QUICK ON THE UPTAKE

By 1886, Italian inventor, Antonio Meucci, had developed the world's first telephone, but it took until 2002 for his achievement to be recognised, as Alexander Bell was originally given the credit.

At the start of the 20th century, Martini & Rossi picked up the emerging technology and included its new number on the company letterhead.

1888

KEEP YOUR
CHIN UP

A letter from Pietro Vanzina, Columbian franchise holder, provides a fascinating insight into the trials and tribulations of export in the early days, 'The delivery of vermouth is now going by mule from Honda to Bogota, in vats of oak or chestnut wood, with 10 iron circles for each vat... insects living in the Magdalena river pierce the wood (and crew sometimes pierce the vats themselves and blame the insects!)... it often happens that mules tumble down the mountains!'

Nothing but determination
gets you through.



1889

PROVIDE A
GOOD EXAMPLE

In 1889, Luigi Rossi's eldest sons, Teofilo and Cesare, joined the company.

Teofilo later became Mayor of Turin, and younger brother, Cesare, went on to develop a particular interest in charitable work, giving his support as president and administrator to many worthwhile associations and causes. Positive energy inspires others.



VERMOUTH
TORINO

J. Brocchi y Co,

Sucesor H. AVIGNONE

138, Industria 138

Esta Casa

* no tiene Sucursal.

Imp. La Aida, Muralla 31

1890

LISTEN TO
GOOD ADVICE

Links with Cuba began in 1875 through Martini & Rossi's connection with exclusive agents, Avignone and Brocchi.

In a letter dated 1890, Juan Brocchi suggested the company needed to produce a new 'dry' vermouth if it wanted to keep up with the French. Noilly Prat vermouth was at that time making headway on world markets. Martini & Rossi took Brocchi's advice and immediately began developing a new product of its own. MARTINI® Dry was born in 1899.

PROGRAMA

DE LAS PIEZAS QUE EJECUTARA LA
BANDA DE POLICIA

en la noche de hoy Domingo 28 de Enero
de 1900

en el PARQUE CENTRAL

Himno Nacional Cubano.

Himno Nacional Americano.

Núm. 1—TORINO de BROCCHI paso doble de-
dicado á la casa importadora del célebre
Vermouth Martini & Rossi, de Turin,
por el Subdirector de la Banda de Música
del Cuerpo de Policía.....A. Martín.

Núm. 2—"Gioconda," gran selección.....Ponchielli.
A petición.

Núm. 3—"Novelita," danza tropical.....M. Varona.
A petición.

Núm. 4—"Lohengrin," gran fantasía.....Wagner.

Núm. 5—"Guillermo Tell".....Rossini.

Núm. 6—"Aimer, Boire Chater," tanda de
valse.....Arauss.
A petición.

1892

ROLL UP YOUR SLEEVES

By the time Luigi Rossi passed away in 1892, his company was flourishing with numerous branches, offices and production plants around the world.

Rossi originally trained as a herbalist and quickly opened a shop specialising in aromatic botanicals on via Dora Grossa in Turin. A few years later, he took ownership of the spirits company he had once been a supplier to.

Volere è potere – where there's a will,
there's a way.



1893

MANY COGS MAKE ONE MACHINE

A black and white photograph from 1893 shows horse-drawn coaches waiting outside the new Barcelona offices. There is the distinctive typeface on the windows and a sense that the MARTINI® brand was moving confidently around the world.

Looking closer, a small face emerges from the shadows – the coach driver who transported products from town to town. Although nameless, he represents all those individuals who have worked for the company in the last 150 years. Martini & Rossi flourished for many reasons, perhaps most of all through loyalty.

1897

SUCCESS IS
A MATTER OF MIND

In 1897, Regent Maria Cristina of Austria granted Martini & Rossi, operating through its branch in Barcelona, the title of 'Supplier for the Royal House of Spain'. The local team immediately reproduced the royal coat of arms on letterheads.

The Barcelona branch went from strength to strength, and the plant in Mollet del Vallès prospers to this day.

8
GRANDS PRIX

40 Medaglie di
1^a Classe

GINEVRA BUENOS AYRES BARCELLONA
RUE MONTCHOISY 42 Casa Prop. | VILLA CATALINAS. Casa Propria | SAN MARTIN DES PROV LS

1898

SPREAD YOUR WINGS

In 1898, Enrico Govean, who in 1886 founded the Swiss branch with Giovanni Tamagnone from Pessione, wrote a letter to the company headquarters.

Enrico describes the 'beautiful' house they had built and their new 'large and bright' warehouse; his enthusiasm is clear. Martini & Rossi gave its employees the chance to travel, to work and to reach beyond their limits.



1899

MOTHERS
MAKE US GREAT

Luigi Rossi and Marianna Barberis married in 1864 and had four sons and two daughters together.

Their children grew up full of confidence and went on to lead the company into its next chapter of life.

1902

SUCCESSFUL PEOPLE TAKE OUT INSURANCE

Moving stock far and wide around the world meant that there was a lot at stake; valuable cargo and valued employees making lengthy, dangerous journeys, with pirates along the way.

When you're developing fast, it's easy to forget about the unpredictable pitfalls – or hope they won't happen. Martini & Rossi did the sensible thing, combining enthusiastic adventure with an insurance policy from Italian company L'Universo.



1903

SHARE RESPONSIBILITY

In 1903, Rossi brothers, Teofilo and Cesare, welcomed their younger brothers, Enrico and Ernesto, into the fold. They went on to manage the site at Pessione and the new steam distillery at Montechiaro d'Asti.

As business became increasingly shared between the four, Teofilo and Cesare were able to set aside time for their political careers. By combining talent, the company prospered, just like the original Martini, Sola e C.ia.



1905

DARE
TO DREAM

As the 20th century gathered momentum, Alessandro Martini passed away. From the very start, the founder of Martini, Sola e C.ia had imagined a dream and worked hard for success.

If you can see your future, you can
bring it to life.

1906

INSPIRE YOUR TEAM

When Teofilo Rossi, Luigi's first-born son, set up new branches in Paris (1906) and Brussels (1907), he selected trusted men for the job: Pietracqua and Vastpane. Both were technicians who had worked at the plant in Pessione, and they went on to develop their new branches with skill and determination.

Trusted men don't appear overnight; it takes years of dedication, leadership and encouragement. Most of all it takes *'gioia di vivere'*.



1909

DEDICATION

Luigi Rossi's eldest son, Teofilo, was elected Mayor of Turin in 1909.

At just 20 years old, he had graduated with a law degree from the University of Turin and devoted himself to the family company. Dedication had become part of the MARTINI® ethos.



1911

CELEBRATE IN STYLE

Teofilo Rossi, Mayor of Turin, had the responsibility of organising the International Exposition of Industry and Work, as part of the 50th anniversary celebrations of the Unification of Italy. The grand ball of the Exposition was attended by King Vittorio Emanuele III of Savoy and Queen Elena.

More than seven million people visited the Exposition. It was a huge boost to the Italian economy, and later that year, the King gave the Rossi family the title of '*Counts of Montelera*'.

1913

THE LONG LOST AGE OF TYPEWRITERS

A century ago, life was different. The MARTINI® Archive is full of typewritten documents, just like the letter from Paris agent Pietracqua, dated 24 January 1913. His world was nothing like today's fast-paced email and mobile culture, but was it any less stressful? Or are we just the same?

Whoever you are and whatever you do, it's the intention behind your day and your actions that makes the difference.



Torino

Apprendo con piacere dalla lettera del 21 corr. Scrittata

1915

STRONGER
TOGETHER

By 1915, the shareholders of the company, the Rossi brothers, had become well-known public figures. Teofilo was Mayor of Turin and Senator of the Kingdom; Cesare, Member of Parliament; Enrico, doctor; and Ernesto, law graduate – taking care of the commercial aspects of the business.

Their most important combined role was holding the company together between World Wars I and II. In the 1920s, photographs show the brothers with their staff, like fathers to one big family.

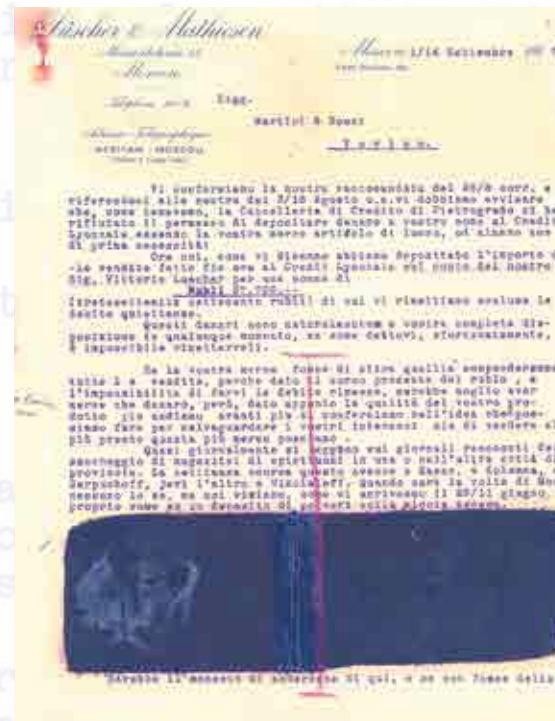


1917

YOUR CONTACTS ARE YOUR EYES AND EARS

Luscher and Mathiesen, agents in St Petersburg, sent letters about the dramatic 1917 Russian Revolution. Their letters describe looting of spirits warehouses, cities taken over by rebels, and businesses in chaos. Narrowly escaping to Estonia, they were able to continue to import MARTINI® to the independent Baltic States.

Martini & Rossi's contacts around the globe helped to keep them up to date with world events. In the right place at the right time.



1923

TAKE CARE OF THE NEXT GENERATION

On 27 October 1923, Martini & Rossi
founded the Luigi Rossi Primary School
in the old castle in Pessione.

At that time, company fostering and rewarding
of education was rare, and its initiative
demonstrates a modern sense of social
responsibility. It would later open the school
to all children of the Pessione community.

Generosity secures your future.

IL MAESTRO DI CASA
DEI SACRI PALAZZI APOSTOLICI

1931

FAMILY VALUES

From the smallest country in the world, Vatican City, Pope Pious XI bestowed 'his Apostolic Blessing on the Management of the House, employers, workers and their families'.

The Pope's blessing in 1931 was a reflection of MARTINI® family values, and years later, in 1993, the Bacardi-Martini partnership would draw strength from its shared family ethos of putting people first.



I prodotti Martini e Rossi sono entrati in Vaticano apprezzati per la loro finezza e genuinità.
SUA SANTITA' impartisce di cuore l'Apostolica Benedizione alla Direzione della Casa, datori di lavoro, lavoratori e relative famiglie, ben augurando per un sempre maggiore sviluppo dell'industria.

1932

PATIENCE

The first contact on record between MARTINI® and Sweden dates from 1877, when Mr L Perré wrote a letter explaining that Swedish people were not yet used to drinking vermouth, preferring red and white wines. The team replied with a recommendation for 'Asti Moscato white wine, which is produced in our vineyard!'

In 1893, the first commission agency for Sweden was assigned to Mr J Holmstrom. By 1932, MARTINI® was granted the Swedish Royal coat of arms. Little by little, it had won the nation's favour.



Konungariket Sverige

1933

FRESH AIR

In the early 20th century, the kind of holidays we now take for granted were a luxury, but MARTINI® was determined to provide the children of its employees with fresh air and fun.

It set up summer camps at Antey Saint André in the beautiful Aosta Valley, and 30 years later, opened a stunning new alpine house at Sauze d'Oulx.

1935

GET INVOLVED

Cousins Metello, Theo, Lando and Napoleone were the third generation of MARTINI® management and they threw themselves into sport, art, industry and society.

Metello and Theo supported international sporting competitions, Lando's art collection filled the Museum of Oenological History and Napoleone embraced new production techniques and welfare reform. The more you give, the more you get.

1940

DELEGATE

In 1940, the Barcelona branch moved from San Martín de Provençal to the centre of the city, Number 1 Rambla de Catalunya. By 1960, this building would be home to the famous MARTINI TERRAZZA®.

Founded in 1893, the Barcelona office had made impressive returns thanks to Antonio Fabregat, who started out as a clerk and became director a mere six years later. Under his leadership, MARTINI® spread widely throughout Spain.

1941

STAND BY
YOUR TEAM

In the summer of 1940, Benito Mussolini declared war on Britain and France, and MARTINI® found itself increasingly vulnerable. It had no choice but to move its headquarters from Turin to Pessione, even though the railway was a target for allied bombers.

Difficult times followed as the production plant in Germany was destroyed and the company suffered losses abroad. In spite of the economic burden, MARTINI® kept the entire workforce employed throughout the war.

1950

ALWAYS STRIVING

Martini & Rossi had become a joint stock company in 1925. Teofilo took on the role of chairman; Cesare, deputy; Enrico, managing director; and Ernesto, factory manager.

At that time, the company's assets amounted to 35 million lire.

In 1950, a new civil code in Italy required that MARTINI® become a company limited by shares. By that point, its assets had risen to more than 100 million lire. Ambitious throughout each new phase of business.

1986

THINK
AHEAD

It takes a long time to bring a big idea to life, and in the late 1980s MARTINI® began planning something special – an environmental institute to promote scientific research and safeguard traditional farming.

It named the development at the Santo Stefano Belbo Factory the *Osservatorio Martini & Rossi per il Miglioramento dell'uva Moscato (Martini & Rossi Centre for the Improvement of Moscato Grapes)*, and went on to research grape cultivation, reintroduce bird fauna to the area, and develop methods to protect the ancient Moscato vines. Its work continues to this day.

1990

JUST IN TIME

Decades of adventure lie behind the company's success: travel to faraway lands, constant innovation and bold advertising. But history only comes to life when you start digging. The MARTINI® Archive team searched high and low, in dusty cellars, abandoned houses and forgotten boxes, and managed to preserve thousands of documents before they were lost forever.

The result is priceless, revealing a brand and a team that dared to live life to the fullest.

1993

FORWARD THINKING

In 1987 MARTINI® had entrusted the distribution of its products in America to Bacardi. Six years later the two companies made a life-changing decision, joining forces to forge a sole production, commercial and distribution network.

MARTINI® is now part of one of the world's top five largest premium spirits companies, and its success is grounded on the heritage of tradition and innovation.

1998

BE THE FIRST

As part of its new environmental programme, MARTINI® set up an anaerobic digester system at Pessione. Originally patented by Bacardi, this cutting edge technology uses bacteria in the absence of oxygen to process organic waste and convert it into methane-rich biogas.

The system avoids water pollution and creates natural gas to power production naturally. It's also the first of its kind in the Italian winemaking industry.

1999

UNCOVER YOUR TRUE IDENTITY

In 1999, the MARTINI® Archive was declared an *Archive of Noteworthy Interest* by the Archives Superintendence for Piedmont and Aosta Valley.

It had taken more than a decade to piece together the company history with thousands of documents and ephemera. As the team began to piece together the story hidden within, they found the spirit of LUCK IS AN ATTITUDE™ everywhere.

2005

SHOWCASE YOUR HERITAGE

After years of work on the archives, the Mondo MARTINI® Museum opened to the public, giving visitors the chance to dive into Italian history.

Tracking back through time, the museum showcases tradition alongside bright new ideas, and offers a fascinating insight into society and culture. There are many stories to discover, but visitors are left with one clear feeling of positivity – the sense that with the right attitude, your glass of MARTINI® will forever be full.

2010

LUCK IS AN ATTITUDE™

With a brand repositioning brewing and after much soul-searching, MARTINI® returned to its foundation of 'Volere è Potere' – where there's a will there's a way. The company has always lived by this motto, and it was natural that its new campaign would be called LUCK IS AN ATTITUDE™.

At a spectacular party at the MARTINI TERRAZZA® Rome it premiered its manifesto: *'You create your own luck with the right attitude and the right state of mind, so take a chance, live a little and see where the playful hour takes you.'*

DRINKS &
TERRAZZA

1868

EVERY LABEL TELLS A STORY

A new label appeared in 1868, featuring the Martini, Sola e C.ia latest Asti medal, alongside Dublin and Paris. At the centre of the design, the Turin coat of arms had been replaced by the Royal House of Savoy, one of the oldest Royal Houses in Europe.

King Vittorio Emanuele II had given the brand his seal of approval. The accompanying inscription, '*By appointment to HRM, King of Italy*' raised the value of each and every bottle.



1870

BE THERE
IN PERSON

From 1870 to 1878, the company managed a luxury retail outlet in Piazza Colonna in Rome.

Just like the sophisticated boutiques of our capital cities today, the fashionable stopped to chat and sample the famous MARTINI® as golden sunlight glinted through the bottles on display. Here, they experienced the essence of MARTINI® directly – a warm welcome and the promise of a sparkling evening with friends.

1871

BUBBLES START SOMEWHERE

A letter from Shanghai requested '*moscato spumante d'Asti*'. Martini, Sola e C.ia was already producing a similar wine called Canelli spumante, but jumped at the challenge and began testing new flavours and techniques.

This willingness to be creative came from their openness, but also from their strong relationship with local producers. Were it not for their shared knowledge of grape cultivation, they would not have had the freedom to experiment.

Asti Spumante remains one of the best sellers in the MARTINI® range.

1877

WE DON'T KNOW HOW LUCKY WE ARE

Milanese agent, Girolamo Zucca, placed an order for three boxes of Fernet (MARTINI® digestive liqueur created in 1863) to be transported to Tehran, Iran. 'Since the goods will travel on camelback for about two months, the boxes must be sturdy, each bottle will have to be packed in a small box with hay, and then packed with hay again in a large box...'

In the early days, Martini, Sola e C.ia had to come up with creative solutions to everyday life. There's nothing stopping us from doing the same today.



1894

SPECIALISE

In 1863, Martini, Sola e C.ia ledgers registered more than 300 products produced and sold by the company.

By 1894, ledgers show a reduced product range of 90, but many of them were market leaders, such as Anisette, Champagne de Reims, Cognac fin Champagne, Curacao, English Punch, Rhum Giamaica, Elixir Spay and Chinato Wine. Specialisation in the interests of quality is an approach that continues to this day.

1896

FAME IS A WOMAN

In 1878, Martini & Rossi won a gold medal in Paris imprinted with the Allegory of Fame – a winged woman holding a trumpet and laurel crown. The company included her on its new label, officially registered in 1896. By then, Martini & Rossi's medal count had grown to 40.

Considering MARTINI® rose swiftly to global recognition, the symbol of fame was well deserved. Sometimes we all need to take a moment to appreciate how far we have come.

1900

A NEW YOU

MARTINI® Dry launched as the 20th century burst into life. A few years earlier, Juan Brocchi, agent in Cuba, reported the French-style dry vermouth was becoming popular, so the team set to work on something a little more 'secco'.

The release of MARTINI® Dry was perfect timing.



1901

HOPE FOR THE BEST

Martini & Rossi had been producing wine from Moscato grapes since the company first began, and in 1900 it purchased the Montechiaro d'Asti distillery for itself.

In spite of the ups and downs of grape cultivation, the attitude was always positive. *'It has been raining like hell and so we cannot go home, the promising harvest will be reduced compared to what was expected a fortnight ago. In any case, weather good or bad, the grape stalks will not be lacking for distillation...*

let's hope for the best!'

1904

KEEP YOUR PROMISES

From 1904, Martini & Rossi bottles carried a new neckband sealing the metal capsule with the inscription, '*a guarentigia del nostro prodotto*' – guaranteed authentic and the company signature by Enrico Rossi di Montelera on a light green background.

This was a clever marketing strategy, inspiring trust and confidence in the original MARTINI® Vermouth.



1910

NEW SUCCESSES, NEW CHALLENGES

MARTINI® Bianco launched in 1910. A simple die-cut label guaranteed the purity of the product's colour: '*Bianchissimo*' (the whitest), after the white vanilla flowers that provide its light touch of sweetness. MARTINI® Bianco was a flavour innovation, blending herbs and floral spices to create a newly delicate style.

Alongside this success, letters from agents revealed that they were struggling with problems of counterfeiting. If you're well known and well loved, people will always try to imitate.



1914

ALWAYS ADAPTABLE

In 1914, Debernaud, manager of Martini & Rossi in Nice, sent a letter about the new label samples he had received, explaining that he would prefer them *'simpler, with the wording BITTER Martini & Rossi – Torino.'*

MARTINI® Bitter first appeared in the late 1870s, characterised by a refreshing water base and bright citrus flavours. In the 20th century, MARTINI® Bitter would be mixed with vermouth to create the more full-bodied *'Americano Rossi'* and soon afterwards, *'Aperitivo Rossi'*. Changing drinks for changing tastes.



1919

WHEN THE WORLD CHANGES, LISTEN

When Prohibition hit America, the easy response would have been to stop the chain of supply, but the team came up with a different solution in the form of non-alcoholic vermouth.

Martini & Rossi has always stayed in touch with changing society, because MARTINI® is as much about the joy of socialising as the carefully brewed liquid itself. It's more than just a drink.



1924

THE POWER OF WOMEN

By the 1920s, Pessione had a large female workforce based in the packing department. The team took care of the automatic washing machinery and the packing room, where bottles were sealed, labelled and wrapped to protect them during shipment.

In the words of MARTINI®, 'Across the years, women have taken on increasingly strategic roles across all company departments, managing public relations and communication, logistics and marketing.'



1926

IF IT DOESN'T WORK, LET IT GO

In the 1920s and before 1926, Martini & Rossi designed its strongest label to date – 'MARTINI®' in striking red capital letters. The team also tested out 'ROSSI' as a solo name, but the bottles didn't sell.

Consumers had long referred to Martini & Rossi as 'MARTINI®' and the team accepted the reality of the situation and the Rossi bottle was withdrawn. But the spirit of Luigi Rossi has never been forgotten.

1927

ONE VISION

Men and women gathered aromatic herbs in the Pessione fields and across the Alps of Piedmont. Their rainbow delivery arrived at the factory alongside spices from Asia, coriander from Africa and cinchona from the Americas.

Workers prepared the wood, bark, leaves, flowers, berries and seeds under the watchful eye of one Master Blender. Since 1863, starting with Luigi Rossi, MARTINI® has had seven Master Blenders including Beppe Musso, who currently holds this title. Once upon a time, this was Luigi Rossi, but over the years a number of different experts have lead the team, each with his own distinctive style.

1947

STAY ACTIVE

MARTINI® Elixir China, pronounced 'kee-na,' had been produced and sold since the National Distillery first began in 1847. Re-launched a century later as 'MARTINI® China Martini,' this bitter sweet exotic aperitivo became a bestseller.

Made from calisaya cinchona, which comes from a medicinal tree in the Andes of Peru, it was advertised at that time as 'the liqueur for sportsmen,' and designer Mario Rossi depicted it as the perfect après-ski refreshment.

1949

SUPPORT PROFESSIONAL DEVELOPMENT

In the early 1940s, longstanding manager Pier Luigi Paissa pioneered training for bar staff, helping them to become experts on MARTINI® and thus create a superior drinking experience for customers.

In 1949, Paissa was behind the foundation of the Associazione Italiana Barman e Sostenitori and, soon after, the International Bartenders' Association. He was committed to the art of serving the perfect drink. MARTINI® set up a national barman's competition, the '*Pensiero Paissa*,' in his memory in 1966.

1959

LOOK AFTER THE LAND

The MARTINI® plant at Santo Stefano Belbo replaced the old Montechiaro d'Asti plant, but its connection with the agricultural world remained.

Situated in the Langa District, an area dedicated to the Moscato grape from which MARTINI® Asti is made, the land is cultivated by both traditional farmers and modern industry. The two work collaboratively throughout the year to harvest and press 10,000 tons of grapes with exacting standards while paying homage to harvesting heritage and tradition.

1979

THE MAN BEHIND THE BAR

The best-respected international award for barmen, the International Paissa Prize, had been established in 1966 in memory of Pier Luigi Paissa, a man loved for his personality as well as his talent.

The 1979 competition was won by Raf Florida, legendary barman of the MARTINI TERRAZZA® Milan, known for being calm and collected, even when surrounded by friends and colleagues in full party mode. When the right man is behind the bar, the playful hour comes to life.

2004

CROSS YOUR FINGERS

Over a century ago, Luigi Rossi first set eyes on the land at Pessione, closed his eyes and imagined its potential. By the 1920s the warehouses were full of huge wooden vats and the town was flourishing. At the turn of the 21st century, the plant had become home to state-of-the-art technology.

Looking back, it's easy to forget that the bid for Pessione in 1863 was a risky step into the unknown. Lucky Vat Number 1, Rossi's first, now has pride of place in the MARTINI® Visitor Centre. Success is being able to imagine the future you hope to build.



2007

STILL THE SAME UNDERNEATH

In 2007, MARTINI® modernised its MARTINI® Rosato bottle – a new style rosé, which has a pronounced taste of cloves and gentle sweet/spicy finish, created using a combination of white and red wines.

The redesigned bottles are elegant, with a distinctive curved shape, and the labels were completely overhauled to give a bright and modern feel. The world-famous ball and bar logo sits at the centre; MARTINI® quality from the very first bottle to now.

2008

LESS IS MORE

Developing sparkling wines in the second part of the 21st century was all about experimenting with new techniques, but the challenge of creating MARTINI® Rosé more than a century later needed a different approach.

MARTINI® oenologists spent years perfecting the balance of grape juice to wine at a lower than usual alcohol content of 9.5%. This lightness reflects the Italian tradition of drinking moderately to spark the appetite, and its a formula that has won many awards for MARTINI®



2009

TIME TO PLAY

The year 2009 was all about a new, ice-cold, refreshing way to drink MARTINI® – the MARTINI ROYALE™.

First created and served at the MARTINI TERRAZZA® Paris by Master Blender Giuseppe 'Giuseppe Gallo' Musso, and named in honour of the three coats of arms on the Spumante bottle, the MARTINI ROYALE™ is a blend of 50% MARTINI® Bianco and 50% MARTINI® Prosecco.

It's served over ice with a dash of fresh lime and a sprig of mint. Another important ingredient for the perfect mix is friends – the ideal combination for wherever the evening may take you.



ART &
ADVERTISING

1865

KNOW WHO YOU ARE

Winning a medal for 'Excellent Quality of Liqueurs' at the prestigious Dublin International Expo Award meant everything to the young company, but it didn't just provide a reason to celebrate – it also served as inspiration. If MARTINI® could reach as far as Ireland, what was stopping it from reaching further?

The answer was communication and MARTINI® decided to use the Dublin medal and diploma iconographies on a new label, sharing its award-winning qualities with consumers and suppliers alike.



1874

SEARCH OUT THE ORIGINAL

Impressionist artists, including Pierre-August Renoir and Claude Monet, exhibited for the first time in Paris in 1874. This new movement depicted contemporary life in an *'unfinished'* style, and many painters would follow their original lead.

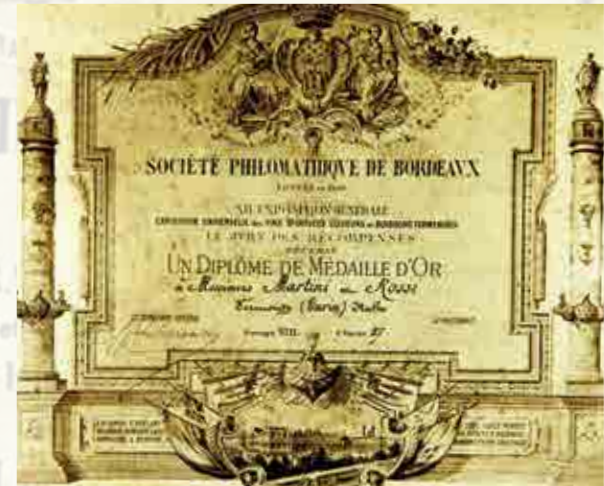
Almost a century later, in 1955, MARTINI® created a campaign for the Italian market, titled *'Art and Good Taste.'* Designer Ravinale combined MARTINI® vermouths and famous art images with the slogan, *'Don't ask for a vermouth, ask for Martini!'*

1882

THE BEST THINGS LAST

In 1882, Martini & Rossi was awarded with the gold medal at the 'XII General Exhibition, Bordeaux – for wines, liquors and yeasted drinks'!

The icon from Bordeaux remains on the label to this day, alongside those of Vienna in 1873, and Philadelphia in 1876. Proof of heritage, quality and expertise.



1887

MAKE A
GREAT IMPRESSION

Construction was finally complete. Famed architect Camillo Riccio had created a magnificent 'Palazzo' for Martini & Rossi's new headquarters. Situated on the north side of Corso Vittorio Emanuele II, in central Turin, the entire building had been luxuriously decorated as a statement of elegant style.

The team went on to incorporate images of their new Palazzo on letters, leaflets and posters, aware of the importance of appearances. Not shallow, just smart.



Sede Principale - Torino

1891

START AS YOU
MEAN TO GO ON

The earliest MARTINI® posters on record are anonymous. No-one knows the names of the artists, but their illustrations capture a playfulness and clear visual message – life is here to enjoy.

Armando Testa, who would later be responsible for additional iconic MARTINI® artwork, explained, 'A poster is the image of a company's past and present... an illustration of style...'

If a company's posters are brought together in one place, they will show the company's evolution over one century at a glance'.

This is where the story begins.

1895

SPREAD THE SPARK OF CHEMISTRY

A poster from 1895 headlines '*Vino Vermouth*' alongside the image of a gentleman captivated by a beautiful woman; two types of chemistry in one moment...

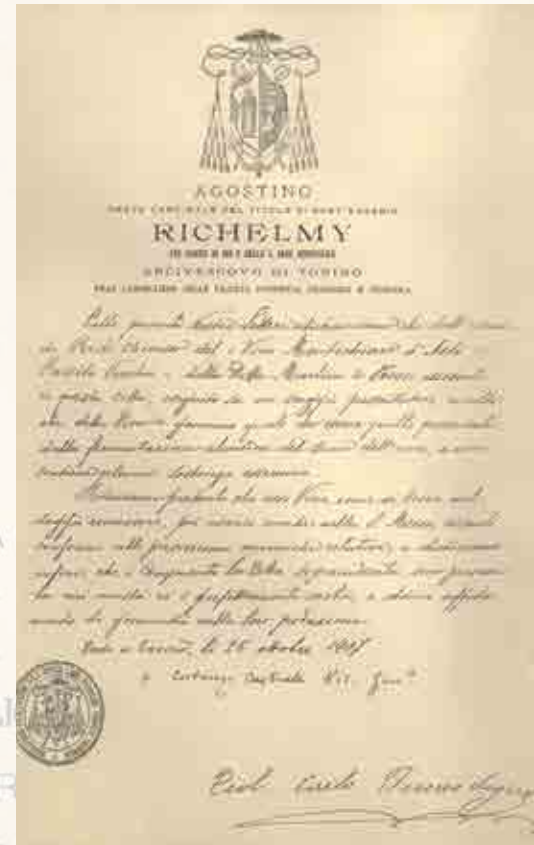
The word vermouth comes from the German word vermut, meaning wormwood; bitter plants in the Artemisia family traditionally used for absinthe. To this day, MARTINI® uses two different types of Artemisia – one delicate and one fragrant – and a third core ingredient called Dittany, which was valued by the ancient Greeks for its aphrodisiac properties.

1907

SUPPORT COMES IN MANY DIFFERENT FORMS

In 1907, Cardinal of Turin, Agostino Richelmy, confirmed that Martini & Rossi's wine, Montechiaro d'Asti Passito, 'can be used to say Holy Mass, since it conforms to canon prescriptions...'

In Italy, religion was at the heart of society, and approval from the Cardinal was an honour. It also reaffirmed MARTINI® had become a valued part of the community.



GRAN CANCELLIERE DELLE FACOLTÀ PONTIFICIA TEOLOGICA E GIURIDICA

Colle presenti Nostre Lettere dichiariamo che dall'uso
di Vitis Chivivica del Vino Montechiaro d'Asti

1908

SPEAK THE RIGHT LANGUAGE

In an anonymous poster from 1908, Martini & Rossi found a clever way to communicate the Italian concept of aperitivo to the Americans, by referencing the quintessential gin and dry vermouth. Both drinks shared a pre-dinner timeframe, and both were about spending time with friends.

From the word go, Martini & Rossi had brought the concept of the 'playful hour' to customers.



1912

BE GLOBAL

In a leaflet from 1912, Martini & Rossi called itself *'the global brand'* and listed its many branches, warehouses and storage agencies around the world.

This wasn't bravado; this was reality. Its unique aperitivo had crossed borders, made connections and brought people together. MARTINI® in a nutshell.



1916

THE MAGAZINE
IS THE MEDIUM

'*Touring Club Italiano*' was founded in 1894 by a group of cycling enthusiasts led by Luigi Vittorio Bertarelli. By 1899, it had thousands of members and began to promote tourism in all its forms. Today, Touring Club is Italy's main tourist organisation.

In the early 1900s, Martini & Rossi saw the opportunity to reach a new audience and commissioned covers for the Club's monthly magazine. Always ready to experiment with emerging forms of communication.

1918

IF YOU WANT
ICONIC WORK, HIRE TALENT

Italian painter, illustrator, and poster designer, Marcello Dudovich, was a leading artist of the 1900s and he composed one of his best-known works for Martini & Rossi, '*La Dama Bianca*'.

It's the kind of image that stays in your mind.
Once you've seen it, you can't forget it.
Original style and sumptuous simplicity.



1920

TRUST YOUR VOICE

When you see a MARTINI® poster, you know it. Not because of the name, but because of its graphic confidence and energy. These design elements have been a constant throughout the last 150 years.

Marco Testa, Chairman of Armando Testa Advertising Agency explains, *'In the course of two centuries, MARTINI® has always used the same language; firstly, to make itself known and then to be appreciated. Its own language, personal, unmistakable, inimitable!'*



1921

STAY FRESH

Futurism burst into life in the early 20th century, celebrating speed, technology and youth. Even though Martini & Rossi had a wealth of tradition to its name, it consistently commissioned artists to capture the mood of the time. In 1921, Italian artist Giorgio Muggiani created a stunning Superman-like figure, launched into space in a vortex of confetti.

Having a strong sense of identity gives you the freedom to tune in and out of trends.

1934

LIGHT-HEARTED
IS GOOD

In the 1930s, French artist Jean Droit created the famous blue label for MARTINI® Aperitivo Rossi, a wine-based aperitivo, with a mix of spices and aromatic herbs. Droit's illustration was the memorable thirsty orange moon.

In 1969, MARTINI® Aperitivo Rossi would be advertised as a bottle adorned with a moustache – *'the Aperitivo with Moustaches'*. In other words, the drink with attitude.



1937

SET THE TONE

In the run up to Christmas 1937, scenes of elegant nightlife appeared in the London magazine *Weekly Illustrated*. Gracious female figures surrounded by friends and admirers, snapshots of foreign lands... that moment when an evening comes into its own.

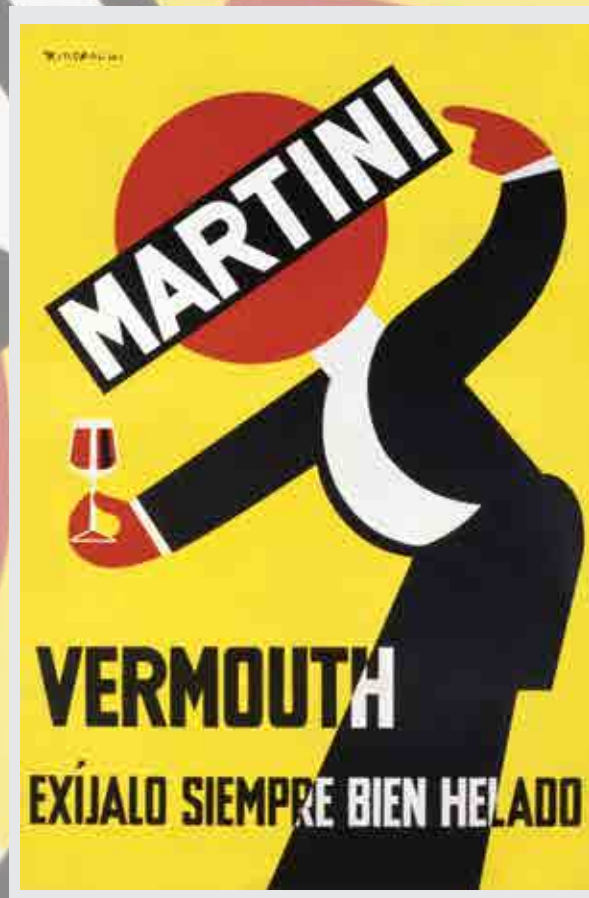
The message is still the same: stylish and playful, MARTINI® sets the tone.



1938

THE BEAUTY
OF A GREAT LOGO

In 1938, Giuseppe Riccobaldi designed a playful poster for MARTINI® depicting the simple outline of a waiter serving a glass of MARTINI®, but in place of his head there is the classic 'ball and bar' logo, which had been registered in 1929.



1939

FROM ONE FREE SPIRIT
TO ANOTHER

New style illustrations inspired by Norman Rockwell were published in Esquire in 1939. Friendship, travel and the unique atmosphere promised by a bottle of MARTINI®... 'when it pours, cheerfulness reigns inside'.

It's an attitude of optimism, like searching out unknown lands and enjoying your evening, no matter what the next day holds.



When it Pours -

1944

A VAN IS JUST A VAN. OR IS IT?

By the 1940s and '50s, branches had their own vans complete with the MARTINI® logo, but the name had come to symbolise much more than just a company. MARTINI® communicated a quintessential Italian lifestyle in itself – stylish, elegant and full of 'gioia di vivere.'

In the words of Milka Pogliani, Chairman of the McCann-Erickson World Group, 'when we speak of MARTINI®, we are not speaking about a drink or a label, but a myth, a ritual, a symbol of fine Italian taste.'



1946

TAP INTO YOUR
TALENTED PEER GROUP

Armando Testa, known as the father of Italian advertising, was a Turin local. He created the iconic MARTINI® Riserva Montelera poster featuring a bottle in evening wear and bow tie with just the hint of a cape, capturing the essence of the brand in one image – party atmosphere, elegance and confidence.

Testa was a smart commission because those who know you best, describe you with ease.

1957

RECOGNISE POTENTIAL

In the early 1950s, Andy Warhol was not yet a celebrated contemporary artist. He was just another young illustrator hoping for a break in the New York world of advertising.

MARTINI® saw his portfolio (and potential) and commissioned him to produce four print ads for MARTINI® Rosso and MARTINI® Dry that went on to be featured in publications such as US News & World Report. If you believe in the value of fresh creativity, you keep your finger on the pulse.

1962

TRY A
NEW LOOK

MARTINI® commissioned the American
illustrator Austin Briggs to design its
1962 international campaign.

This revisited its earlier graphic style,
but updated it to a new look promoting
the idea of a MARTINI® *'just by itself'*
as a symbol of fashionable,
European style.

1969

WORK WITH VISIONARIES

MARTINI® commissioned the New York photographer Art Kane to create a new campaign. He produced a stunning set of high-contrast images, blending people and landscapes with an exotic twist.

His work had always been provocative, but in his own words: *'I consider myself an illustrator, a literate photographer interested in producing images that reflect the essence of an idea...*

I wanted to interpret the human scene rather than simply record it.' The world is your home, your drink is MARTINI®

1972

BE WHERE
THINGS HAPPEN

MARTINI® had become synonymous with all types of culture, from art and cinema to the Monday concerts and all that represented the best of the Italian lifestyle. The 1970s were the time for sport.

Combining sponsorship of major sporting events with a new campaign called *'the right one,'* spectators enjoyed MARTINI® at Le Mans, Formula 1®, the World Ski Championships and the International Fencing Trophy. The tagline, *'where things happen, you'll find MARTINI®'* felt natural, because it was true.

1974

COLLABORATE WITH
INTRIGUING INDIVIDUALS

Between 1973 and 1976, singer Ornella Vanoni became the voice of MARTINI®. Her television jingle '*that's sure*' is remembered to this day.

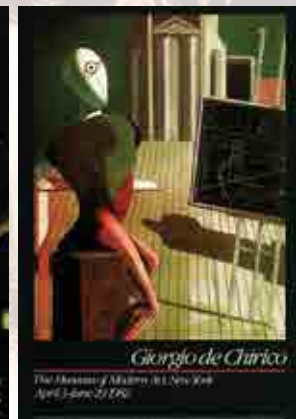
But she wasn't just another pop star. She had started out as an actress specialising in the theatre of Bertolt Brecht, and was known for the popular songs that she reinvented in her recordings.

1983

GO FOR UNUSUAL COMBINATIONS

MARTINI® Bianco on the rocks and the great masters of figurative art weren't an obvious match at the time, but MARTINI® had always found ways to share art with a wider audience.

MARTINI® undertook sole sponsorship of three major retrospectives dedicated to Picasso, De Chirico and the Neapolitan School. These shows were a sell-out success in Venice, New York, London, Naples and Turin. Celebrating creativity, with each new decade.



1987

HOW TO
BE MEMORABLE

A beautiful, tanned model on rollerskates carries a silver tray with a bottle of MARTINI® and a glass as she glides through Beverly Hills to deliver ice-cold refreshment to a businessman in a meeting, on the top floor of a very corporate office building. The advert ends with the classic MARTINI® line, *'anytime, anyplace, anywhere.'*

Spirit of the 1980s. Glamorous, playful and totally surprising.

1994

STAY UP TO DATE

MARTINI® had established the Pensiero Paissa barman award in 1966. From 1993, the prize was known as the Bacardi-Martini Grand Prix, in honour of the new partnership.

Across 47 years of competition, the prize has seen the best of the best, and it has been an inspiring space, where bartending skills have been exchanged and rewarded.

Young talent learns from experience; experts stay on their toes.

1995

THERE'S A PARTY

MARTINI® enlisted Armando Testa for its new campaign, and the agency's concept was playful – wherever you find MARTINI® Sparkling Wine, there's a party.

But this would be no ordinary party – it would be hosted by the most popular model of the 1990s, Naomi Campbell. Director Fabrice Carazò crafted the memorable sequence of a MARTINI® cork soaring through the sky and Naomi's light-hearted line, *'there's a party!'*.

1996

INTRODUCE THE WORLD TO WRITERS

The MARTINI TERRAZZA® Pessione doesn't tower over the city, but its elegance, hospitality and cultural reputation are perfectly in tune with the Terrazza venues worldwide. Launched in 1961, MARTINI TERRAZZA® Pessione went on to forge a close relationship with literature, hosting joint events with one of Europe's major literary awards, the Premio Grinzane Cavour. In 1996, MARTINI TERRAZZA® Pessione hosted the Grinzane Cavour Prize where for the category of Foreign Fiction and Kenzaburo Oe won the International Prize. Kenzaburo Oe is well known for winning the Nobel Prize for Literature in 1994.

Over the years, hundreds of writers and young talents have visited. If only the walls could talk.

1997

ONLY THE BEST

From supermodel Naomi Campbell to one of Hollywood's finest actresses, Sharon Stone.

Armando Testa was the agency that once again took on the challenge, and director Bob Giraldi brought Oscar® night to life.

Sharon Stone, beautiful and charming, delivers the classic MARTINI® line, *'there's a party,'* and the audience knows immediately that the *'playful hour'* has begun.

2000

SELF-BELIEF
IS EVERYTHING

Nobel prize winner Derek Walcott visited the MARTINI TERRAZZA® Pessione in 2000. He knew that he wanted to be a poet, but coming from a small family in St Lucia, the odds were against him.

'I went to my mother and said, "I'd like to publish a book of poems, and I think it's going to cost me two hundred dollars!" She was just a seamstress and a schoolteacher, but somehow she got it – a lot of money for a woman to have found on her salary. When the books came back I would sell them to friends. I made the money back.'

2002

JUST LIKE YOU

Gwyneth Paltrow was the perfect embodiment of the relaxed and elegant side of MARTINI®, and her fame was riding high thanks to her Oscar® for *Shakespeare in Love*.

Director Jason Harrington, led by the McCann Erickson agency, created an advertisement that showcased two sides of MARTINI® and Gwyneth – in one moment the ultimate icon of style; in another, the simply beautiful woman, playful and real. Just like the rest of us.

2012

START NEW CONVERSATIONS

Inspired by founders Alessandro Martini and Luigi Rossi, who encouraged everyone around them to live life to the fullest, the MARTINI® 'Kisser Casting,' a search for the new MARTINI® man, launched the career of Yuri Buzzi and created serious buzz around the brand.

MARTINI® casting followed in 2012, launching a global search for the next female MARTINI® star. In collaboration with a special judge, the world-famous shoe designer Christian Louboutin, MARTINI® engaged in new conversations with empowered women and their friends across the globe. Thousands of entries from 24 countries and a grand finale in Ibiza, Spain, saw Barbara Gonzalez selected as the newest member of the MARTINI® family.

FILM & MUSIC

1885

THE POWER
OF CINEMA

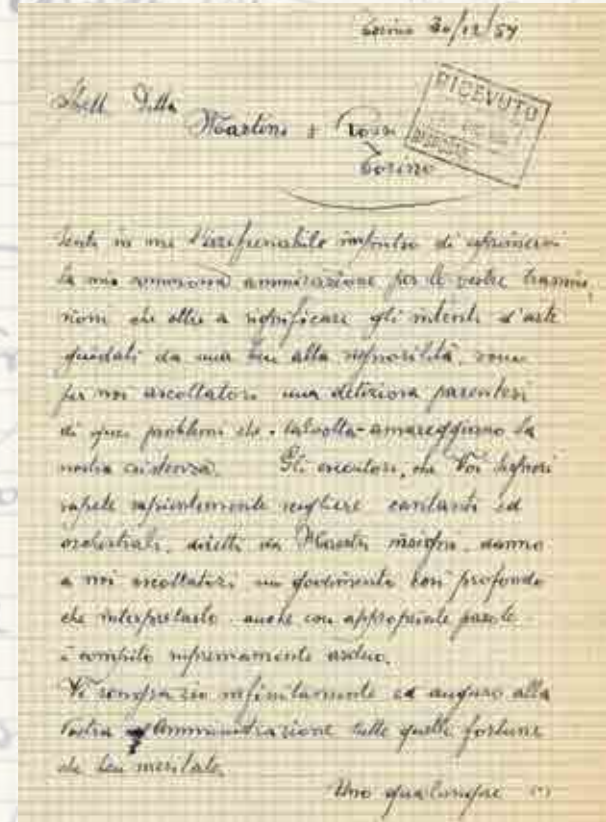
In 1885, the Grand Café on the Boulevard des Capucines in Paris saw the birth of cinema. Audiences were thrilled by the new moving pictures, and Martini & Rossi quickly supported the emerging art form. In turn, MARTINI® became a cultural touchstone, on and off screen.

1942

YOUR AUDIENCE SAYS IT BEST

The famous MARTINI® Concerts, 'Grandi Concerti Radiofonici Martini & Rossi', were launched in 1936 and became cherished listening for millions of classical music fans.

One letter from an anonymous fan stands out: 'I would like to take the chance to express my heartfelt admiration. Your broadcasts represent a delightful break from those problems which sometimes sadden a listener's existence. You choose excellent performers, directed by the best conductors and they give us a kind of joy that is hard to express with words. Please accept my best wishes for all the luck you deserve.
(Signed) An ordinary man.'



1945

KNOW WHEN YOU'RE ONTO A GOOD THING

Due to restrictions caused by the war, there was a disruption to the service of the MARTINI® Monday Night Concerts in 1943. This was a great loss as the concerts had become a home for popular artists, including famous tenor Beniamino Gigli. They were able to begin broadcasting again in March 1945 and continued for the next 19 years.



SPEDIZIONE IN ABBONAMENTO
POSTALE A TARIFFA INTERNA

1948

BE THE
PERFECT HOST

In 1948, the management of the French subsidiary opened a client lounge on the top floor of 52 Champs-Élysées in Paris.

This was the perfect space to welcome special guests with a beautiful terrace and garden overlooking the city with the Arc de Triomphe and Montmartre in view. In one inspired gesture of hospitality, MARTINI TERRAZZA® was born.

1953

EVERYONE
LOVES A STAR

In 1953, MARTINI® invited Tyrone Power and Linda Christian to Pessione. They were the Hollywood couple of the moment, a 1940s starlet and leading man, recently married in Rome and later received by Pope Pius XII.

Photos were published in the magazines Oggi and Settimo Giorno, 'here they are after having tasted MARTINI® China Martini, known as Lixy abroad, expressing their appreciation for this delicious liqueur.' In a natural progression of the time, MARTINI® was becoming closely associated with the celebrities and stars from all over the world.

1954

AN EYE FOR THE NEXT BIG THING

A black and white photograph captures the young opera singer Maria Callas. Seated at dinner after making her debut performance for the MARTINI® Monday Concert, she and the great Beniamino Gigli received the compliments of manager Pier Luigi Paissa.

The Monday Concerts delighted listeners countrywide, but they were also a unique celebration of opera talent, helping to launch the careers of some of Italy's finest singers.

1956

BEAUTY IS
CONFIDENCE

There's nothing like a glass of MARTINI® in glamorous hands. When Ava Gardner was shooting *The Barefoot Contessa* in Italy, she visited a bar called La Mortola accompanied by her lover, Spanish bullfighter Luis Miguel Dominguin.

Barman Adriano remembers her unique allure: *'Ava would go behind the big mahogany and brass counter to make Dominguin MARTINI®... she would take a cocktail glass, pour a few drops of MARTINI® Dry, lift it slowly and swivel it round, then fill it with gin, into which she would drop a big green olive. "That's the way Adriano", she would say...'* casting a spell on everyone around her.

1958

SEE THE WORLD
WITH FRESH EYES

The MARTINI TERRAZZA® Milan was born in 1958 and its ambition was clear from the start. The company wanted to give people an exciting new perspective on the beautiful city of Milan far below, and on life itself.

It specifically chose to invite cutting-edge artists. In 1960, Federico Fellini presented his controversial masterpiece, *La Dolce Vita*, and the beat of contemporary culture had found a new home.

1960

WORK WITH THE BEST

The Italian architect Tomaso Buzzi had worked wonders on the interior of the MARTINI TERRAZZA® Milan, and MARTINI® turned to him again for the design of its new MARTINI TERRAZZA® in Barcelona.

Buzzi had an innate artistic talent, skilfully blending modern elements inspired by the decadent 19th century salon. Amongst many decorative details, he used the Martini & Rossi monogram on chairs, lights and chandeliers. Pure 'wow' factor.

1963

SHAKEN
NOT STIRRED

As journalist Natalia Aspesi once remarked,
*'everything cultural and artistic which
happened in Milan opened or closed
at MARTINI TERRAZZA®.'*

As if to prove her right, in 1963 a young
Sean Connery arrived in Milan and found his
way to the famous MARTINI TERRAZZA®.

1964

CREATE LANDMARKS

On the top floor of New Zealand House in Haymarket, MARTINI TERRAZZA® London found its ideal location.

With a panorama taking in Trafalgar Square, the Houses of Parliament, Buckingham Palace and the River Thames, and a beautiful interior designed by the talented architect Tomaso Buzzi, MARTINI® went on to welcome many celebrities over the years, including the dearly loved late Queen Mother in 1983.



1966

THE PLACE TO BE

A MARTINI TERRAZZA® was *the* place to be in the 1960s, visited by the great and the good, and by this time eight venues had opened.

Celebrities were often spotted hanging out looking relaxed and happy, including the famous ballet dancers Rudolf Nureyev and Dame Margot Fonteyn who were heavily associated with the MARTINI TERRAZZA® Milan in 1966. The Mondo MARTINI® Museum has an extraordinary abundance of imagery of the stars that defined a generation and chose to spend an evening *chez* MARTINI®.

1968

CURATE
SOCIAL SPACES

Journalist Natalia Aspesi began her career in the mid-1960s and was lucky enough to be invited to the MARTINI TERRAZZA® Milan. She describes the unique atmosphere: *'it was fascinating to meet, to hear, to talk with people with whom I would never have come in contact.'*

She and her generation were able to enjoy an aperitif and *'spend a few hours in a pleasant place chatting with gracious strangers.'* MARTINI® had found a unique formula for relaxed and creative hospitality.

1981

SOME THINGS ARE
ONE OF A KIND

Iconic French actress Catherine Deneuve appeared at the press conference for the premiere of François Truffaut's masterpiece *The Last Metro*. The assembled audience of reporters and critics hung on her every word.

The MARTINI TERRAZZA® Milan began hosting press screenings in the 1960s and soon became famous for it. Journalists viewed films high above the rooftops and met with directors and actors in person, discussing first impressions and immediate reactions.

1984

UNDERSTATED
GLAMOUR

In the 1980s MARTINI® had become a brand associated with sophisticated Italian style and quality. Behind the doors of the MARTINI TERRAZZA®, guests discovered the real-life embodiment of this world, surrounded by screen legends such as the breathtakingly beautiful actress, Sophia Loren.

Elegant, and never overstated.

1988

GO AGAINST THE CURVE

Classical music on television had always been vulnerable to low audience numbers, but MARTINI® believed in this new idea and took the plunge with a three-year cycle of concerts dedicated to Mozart, in co-production with RAI Uno.

Ugo Buzzolan, respected critic for La Stampa, gave them a glowing review, *'It is a delightful break – light, penetrating and relaxing – from the usual noise on television.'*

Un atto di coraggio da parte della tv è senza dubbio mandare in onda un reportage di denuncia, un'inchiesta in difesa del cittadino, un dibattito in cui si dia spazio alle voci dell'opposizione.

Ma il coraggio sta anche in altre iniziative apparente-

di mattina o a notte fonda.

Sembrerà fin troppo strano, ma bisogna riconoscere che Raiuno — accogliendo l'idea di un suo operatore culturale, Enzo Scotto Lavina — ha avuto un certo fegato a piazzare di martedì, alle 23, una serie di concerti con Salvato

per quella parte di platea che ama ascoltare le sonate mozartiane per violino e pianoforte vedendo in faccia, e in azione, gli esecutori.

Il programma — in questa settimana al secondo appuntamento — è tra l'altro assai piacevole nella sua struttura

1989

STOP AND LISTEN

Sometimes music is the answer. Violinist Salvatore Accardo was a constant presence throughout the MARTINI® Mozart series, and in 1989 he played in quintet with Margaret Batjer, Toby Hoffman, Rocco Filippini and Theresa Tunnicliff at the Teatro Accademico del Bibiena in Mantova.

Stop and listen for a few minutes, a small moment of calm and music appreciation.

1991

NEW CHAPTERS

After 33 years it was time for the MARTINI TERRAZZA® Milan to be refurbished. In 1990 architects started work on an extensive renovation plan, which proposed a new-style courtyard for the 15th floor, and a Paolo Pejrone makeover for the famous outdoor terrace.

The project took three years to complete and marked the close of a golden era... and the start of another. The MARTINI TERRAZZA® Milan is a name that will always evoke a city brimming with culture, art and sophistication.

2001

CALL ONE OF THE BEST
ACTORS IN HOLLYWOOD

Hollywood actor George Clooney is selected as the well-loved face of MARTINI® – gorgeous and charming, expert comic timing, inimitable style... but what about that first brave phone call? That first mention of the idea to the man himself?

Someone picked up the phone in the hope he might just say yes.

2003

EVOLUTION

In 2003, a 'pop-up' MARTINI TERRAZZA® was set up in Venice for the international film festival, reflecting the association between MARTINI® and cinema. Hugely successful, it would be repeated for the following four years.

MOTORSPORT

1875

FORTUNE FAVOURS THE BRAVE

In September 1875, Ferdinand Porsche was born. Nine decades later, in 1971, the Porsche 917 makes its debut for the MARTINI® Racing Team and goes on to become one of the most successful sports racing cars of all time.

You can't know what the future holds – that's the beauty of racing, and life too. Tight corners, unpredictable conditions, years of hard work and the surprise of each and every moment.

1925 FOLLOW THE CROWD

In the early 20th century before motor racing was popularised, cycling was a huge spectator sport and crowds gathered to watch the champions as they swept past along Italian roads. Martini & Rossi recognised the sheer '*gioia di vivere*' in these events.

They threw themselves into the mix with a bold new idea, providing sponsorship for the 1925 Gran Coppa in the form of a specially designed Martini & Rossi wagon, years ahead of its competitors.

1930

THE IMPOSSIBLE
IS POSSIBLE

Tazio Nuvolari was a gifted Italian racing driver. He also had a mountain of charm and was the perfect personality for MARTINI® posters.

Nuvolari went on to score his most impressive win at the German Grand Prix of 1935, driving an old Alfa Romeo P3 against the vastly superior home team's Mercedes-Benz W25 and Auto Union Tipo B. Despite being the outsider, he crossed the finish line first. The race has been known as '*the impossible victory*' ever since.



1936

COME UP WITH FUN IDEAS

For the 1936 Tour of Italy race, known as the XXIV Giro d'Italia, MARTINI® commissioned the design of a completely original car custom-made for advertising.

Its luxurious eight-cylinder Isotta Fraschini had an enormous cardboard bottle of MARTINI® China Martini in the trunk and followed the cyclists across the dusty roads of the peninsula. In a word, brilliant.

1951

STAND AND CHEER

As part of its growing association with motor racing in the years after the war, MARTINI® provided sponsorship and designed impressive banners for the huge bridges above the tracks. Photographs from the 1951 Spanish Grand Prix show just how much of a presence it had become.

Offshore speedboat champion, Cesare Fiorio, speaks fondly of these years: *'they were exciting times and I remember them with pleasure; it was a very modern way to manage a sports partnership and left its mark and inspired the world of sponsorship.'*

1970

THE PEOPLE BEHIND THE MAGIC

Company directors and cousins, Theo and Metello di Montelera, made an amazing team and provided the energy for an enduring connection between MARTINI® and sport.

Theo had been world speedboat champion and an Olympic bobsleigh racer, Metello an avid sports fan. Together they spearheaded the MARTINI® International Club, founded to support art, culture and sporting activities. In December of 1970, they launched their greatest plan to date, the MARTINI® Racing Team.



1971

DON'T TAKE YOUR FOOT OFF THE PEDAL

The newly formed MARTINI® Racing Team made its debut with the Porsche 917 in the Endurance category at Sebring and Le Mans. With racing you never know how it'll turn out as each event is a challenge of speed, daring and skill.

MARTINI® went for it, full throttle, and claimed victory in two classics – the 12 hours in Sebring on 20 March and the 24 Hours at Le Mans, on 12 and 13 June. Courage had pushed them to the finish line first.

1973

ALWAYS STYLISH

In 1973, the streamlined 911 Porsche Carrera GT won the Targa Florio; two graceful and powerful female athletes duelled for the title in the MARTINI® International Tournament of Women's Fencing; and MARTINI® released a slick German advertising campaign featuring futuristic, designer glassware. The height of cool.

1975

MAKE A BOLD ATTEMPT

MARTINI® joined Formula 1® at the start of the 1970s with the small Italian team, Tecno. In 1975 the MARTINI® Racing Team upped its game with Bernie Ecclestone's Brabham and both drivers, Jim Pace and Carlos Reutemann, won a Grand Prix each.

The following year MARTINI® moved into partnership with Lotus and champion driver, Mario Andretti. The team went all out, but victory slipped from its grasp. It's not the winning that counts, it's racing with everything you've got.



1976

THE ART OF PROMOTION

When MARTINI® Racing took home world titles in 1976 and 1977, the whole team celebrated, but Gregorio Rossi di Montelera deserves special mention.

Inspired by his father, Gregorio was passionate about racing and marketing. He came up with key sponsorship innovations in the early racing years and would go on to become MARTINI® president. Hundreds of racers proudly wore the azure-red-blue MARTINI® tracksuit and more than 100 sponsored cars claimed 15 World Cups.

1982

AGAINST ALL ODDS

Races that go down in history are all about the man behind the wheel being more powerful than the engine itself.

In 1982, MARTINI® made its debut in rally racing with the Lancia 037. It seemed an impossible task. The car had two-wheel drive compared to the four-wheel drive of the challengers. But against all the odds, MARTINI®-Lancia won. It was a superb victory, and the team went on to take the WRC Manufacturers Title in 1985.



1985

TAKE FIRST PLACE

The MARTINI®-Lancia partnership met immediate success in endurance racing, claiming the World Endurance Championship in 1981. A year later, the team won again at the 1000km at Silverstone and the six hours at Nurburgring and Mugello with Michele Alboreto and Teo Fabi at the helm. The partnership continued successfully until 1986 and the Italian drivers progressed onto Formula 1® fame.

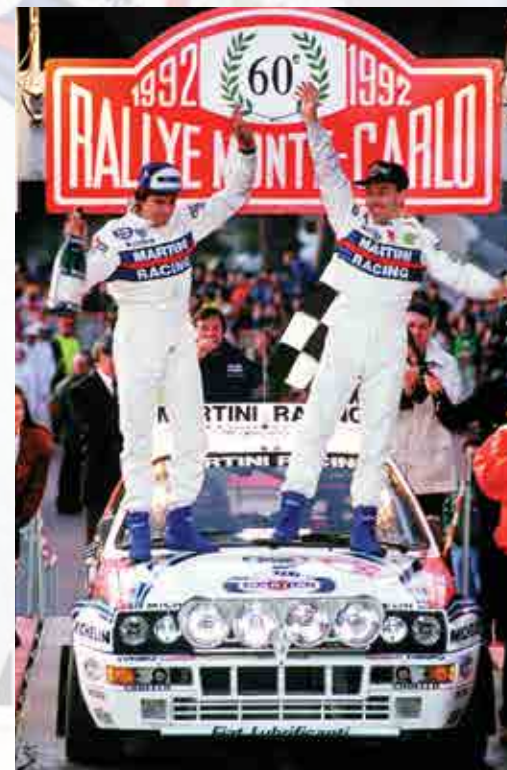


1992

SAVOUR VICTORY

By 1992, MARTINI® Racing champion drivers Juha Kankkunen and Massimo Biasion had triumphed with six consecutive world titles. They were on a roll, unstoppable and unmatched.

Crossing the finish line in different versions of the Delta HF, their skill, confidence and courage had brought them to the top, and it felt great.



2006

COME BACK STRONGER

In 2006, MARTINI® announced its return to Formula 1® as an official partner of Scuderia Ferrari, the most prestigious team in the history of the FIA Formula 1® World Championship. Legendary German driver Michael Schumacher led the team in his final year of competition.

Brazilian Felipe Massa and Finn Kimi Raikkonen would continue Schumacher's legacy, claiming victories for Ferrari. In 2010, MARTINI® Racing celebrated its 40th year.

SPORT

1952

WALK THE WALK

In 20th century Piedmont, sport was seen as the best way to complement an active life. For MARTINI® it was simply the natural way to live, and the family passion for all things athletic went hand-in-hand with brand communication.

Theo Rossi di Montelera was a sportsman of excellence, having been a speedboat champion himself.

1965

OLD FRIENDS, NEW TALENT

MARTINI® and South America had a special history, dating back to 1884 when it set up its first foreign branch in Buenos Aires. In 1963, it chose São Paulo in Brazil as the site for its only MARTINI TERRAZZA® outside Europe.

At that time, São Paulo was in a phase of huge urban growth and the MARTINI TERRAZZA® became a meeting place for South America's cultural and sporting stars. In 1965, the greatest footballer of all time, Pele, dropped by for a drink.

1967

BREAKFAST, LUNCH AND DINNER AT TIFFANY'S

MARTINI® International Club, set up to promote sporting excellence worldwide, commissioned the famous New York jeweller Tiffany & Co to create trophies for the best athletes in sailing, speed boating, racing, fencing, tennis and horse riding.

In 1967, Mario Andretti held the trophy for Racing Driver of the Year in his capable hands – the three graceful eagles of power, speed and courage. It's an image that calls to mind the awards MARTINI® received in its first years of production. From one talent to another.

1978

UP YOUR GAME

In 1973, MARTINI® moved into offshore powerboat racing, with a first-class team managed by Cesare Fiorio. They become world champions that very same year and also in 1974.

A new chapter of victory arrived in 1978 under Guido Niccolai's leadership – winning European offshore championships four years in a row. Virtually unstoppable, the MARTINI® Racing Team joined the new adventure of Formula 1® speedboat racing in 1982.



1980

MAKE A DIFFERENCE

In 1975, the basketball team of Turin celebrated a new phase of sponsorship by MARTINI®. To have the support of a company so well associated with international sport was an honour, and also a lifeline at a time of economic recession in Italy.

During the following years of sponsorship, the MARTINI® China Martini basketball team excelled, moving from A2 to A1 major league.

If you have any questions or for further information, please contact:

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