

BarTales

Roma Bar Show 2019 Special edition



SUPPLEMENT TO ISSUE 4 | DECEMBER 2019

INTERNATIONAL BAR & BEVERAGE
TRADE SHOW
23-24 SEPTEMBER 2019



ROMA BAR SHOW

INTERNATIONAL
BAR & BEVERAGE
TRADE SHOW

An international profile, new and experiential content, a rich educational programme, tasting rooms and seminars, atmosphere and fun, involvement of the entire city, national and international products in the limelight, a stage for debating, bringing to life and presenting future themes and trends. **Roma Bar Show** was all this, but also the celebration of an event that the Italian industry has long been awaiting; an opportunity to bring together the entire sector on this occasion for systematic sharing.

Milan, Rome, Naples, Genoa, Florence – all Italian cities and their bartending communities responded generously to the call from Rome. The order of the event was “Fare Sistema” (Creating a System), and so it did. Representatives from across the Italian and international bartending scene took part in RBS, presenting ideas and trends, and passionate talks on bartending themes, thereby creating an opportunity for constructive and valuable de-

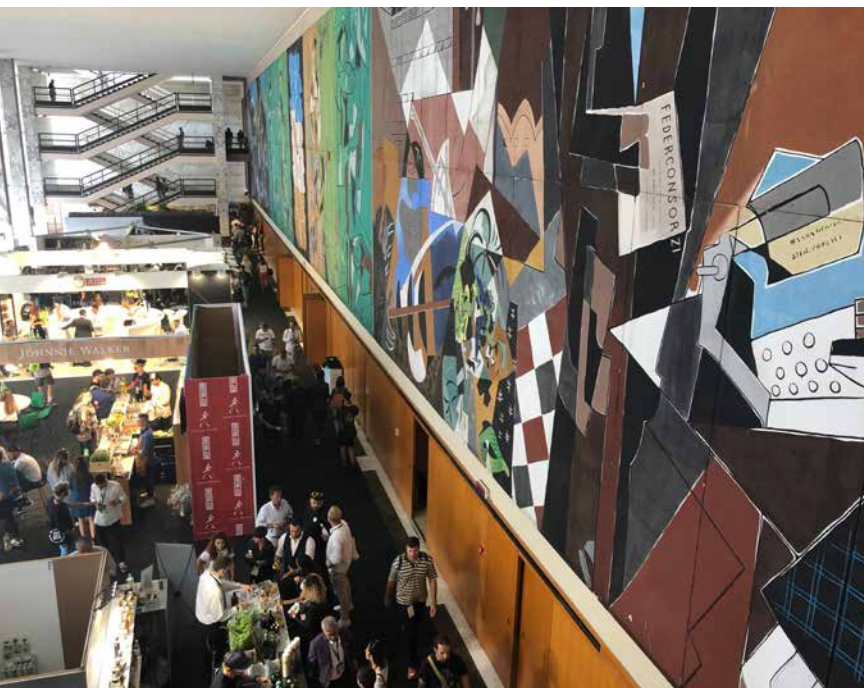


bate between the entire sector. The Roman event fully achieved its aim on its debut and raised Rome to the status of capital of the national bar industry.

Thanks to **Roma Bar Show**, the Italian capital stands alongside Berlin, London, Athens, Moscow, Lisbon, Paris and other world capitals, which already host similar events, accrediting itself as one of the sector's world stages that must not be missed. Possibly no other Bar Show debut has been preceded by as much media frenzy and expectation as the Roman one. On 23 and 24 September 2019, more than 150 companies filled the 6,000m² of the imposing Palazzo dei Congressi in Rome's EUR district.

In the year of Negroni's 100th anniversary, the Roman event presented the vast international sector and those traditional Italian liqueurs niches that have made history in the spirit industry. It opened doors for them, providing the opportunity to show them-

23-24
SEPTEMBER
2019



selves to a large audience. The brands of the major groups, and many others from small and medium-sized companies, both Italian and international, showcased themselves when the opportunity allowed to the Italian audience and the large turnout from abroad. More than 100 stands gathered those small Italian businesses that represent the birth of the Italian liqueur industry, and that when brought together, are a penetrating force in the market.

No one wanted to miss the event organised by four names that are well-known within the sector thanks to the networks they have established: Leonardo Leuci and The Jerry Thomas Project, Andrea Fofi and Roma Whisky Festival, Fabio Bacchi and BarTales Magazine, and Giuseppe Gallo and Italspirits.

The **Roma Bar Show** was not an event just for those who work within the industry,



nor was it restricted to the host venue. In the days before and on the evenings of the show, the bars of the capital hosted themed events supported by the brands, involving guest bartenders from four continents – a way of spreading a cocktail culture of quality and responsibility among consumers. In the city, the event was advertised with a campaign that included public transport, local radio and TV, and lifestyle side events. The work done by RBS's press office was impressive, in-





volving 250 accredited journalists from all around the world, special guests such as organisers of other European bar shows, and international speakers and presenters, who promoted the event and its main celebrities throughout the year. The press releases of **Roma Bar Show** totalled 342 pages.

RBS included educational, informative and entertaining content, the latter making all the difference. The terraces of the majestic Palazzo dei Congressi in Rome

were the scenes for parties organised by Singita Miracle Beach. The Singita team brought the outdoor terraces on the third floor of the Palazzo to life with DJ sets, acrobats, mimes, themed décor and an engaging atmosphere for all visitors. The open space in front of the Palazzo, which hosted the Red Bull paddock with two F1GP simulators, was the finish line for 50 bartender cyclists captained by Roberta Mariani, the global BA of the Martini group, who took part in the 2019 edition





of 'La Classica', Martini Racing Ciclismo's amateur event that started in Tuscany and finished at the venue of the **Roma Bar Show**. And then there were also the Barback Games, organised by Nicola Olianas and Chiara Barisone from Distillerie Branca, one of the most popular and entertaining events of RBS that produced a stadium-type ovation from the public egg-

ing the participants on.

Three cocktail competitions brought the capital to life in various locations. The finals of Montenegro The Vero

Bartender, Art of Italicus and Patron Perfectionist took place respectively at Chorus, Drink Kong and the Mexican Village organised by Roberto Artusio and Christian Bugiada inside RBS. 9,600 people flocked into the halls of Palazzo dei Congressi, lined by attractive, opulent and elegant stands that at times were enormous, and all were enthralled by the atmosphere.

This event, which is no doubt set to grow, has all the right elements to stake its claim as one of the best in the sector. Concurrently to the **Roma Bar Show**, the World's Best Bars ranking was released for positions 51 to 100. Two new Roman bars entered the prestigious list – Bacca-





no in 70th place and Drink Kong in 83rd.

The stars are shining in the sky of Rome, which has now become a destination that will be watched closely by the global industry. If the Roman bartending community plays its cards right along a

path of quality, it is safe to say that the best is still to come. In the meantime, the RBS team is already working on the next edition, and the dates have been announced: 5 and 6 October 2020. A great year awaits us.







WHAT'S NEW

The **Roma Bar Show** was an opportunity to introduce new products. Many companies earmarked certain innovations for the event, new creations that will try to make their way into the Italian market during 2020.

Jameson Irish Whiskey presented and launched its Jameson Caskmates IPA Edition, the first Irish whiskey to be finished in casks of IPA craft beer, born out of a collaboration between the Master of Whiskey Science, David Quinn, and his friend, who is the founder and director of a craft brewery not far from Midleton in Cork. The Italian Bespoke Distillery was there with its Vermut Sospeso, an interesting coffee flavoured variation, and its gin collection, Acqva di Gin. Branca announced the introduction of Nicholson Gin, currently the oldest English gin documented, while Rinaldi 1957 responded with Ramsbury, an estate gin that has recently become available in Italy.

Engine Gin from Piedmont, with its creative packaging, was successfully received. Varnelli brought its latest liqueur release to Rome, “Calzolaro” (33% ABV), a rosolio with a base of Varnelli Anice Secco and Caffè Moka, essentially a cocktail in a bottle. “Calzolaro” is the interpretation of a popular tradition born in the early 1900s in the workshops of skilled shoemakers from the Marche region. Since they did not always have a good caffè corretto available, they often enjoyed and offered their customers a freshly prepared gem, combining a coffee liqueur with the unmistakable flavour of Varnelli Anice Secco. Full of flavour and fragrant, the drink spread quickly to the bars in the area until it became a feature drink of the region.

Vino&Design’s stand was very popular. By the Dutch, with its excellent Advokaat, and Santoni Amaro, were some of the many innovations presented directly by their manufacturers. Erc Sun Spirit, already a distributor of the Cuban rums Santiago and Cubay, started importing Weber Haus Cachaca and



an Amazon-inspired gin, Lotto 48, characterised by an aromatic body thanks to yerba mate and sugar cane leaves.

Ghilardi Selezioni, which had a number of stands in various areas of the Palazzo dei Congressi, introduced new

products within DonQ Rum. With its signature release single barrel DonQ 2009, Serrales Distillery debuted among the rums, bottled at the barrel's ABV (49.25%). In this range of vintage bottling, one only finds the 10-year-old



single rums aged in ex-bourbon casks, which are released on the market every two years.

Meregalli Spirits focused on whisky, including the Coopers Choice range from The Vintage Malt, with 3 innova-

tions. Coopers Choice is a range of single-cask whiskies from the best Scottish distilleries. Meregalli also distributes Poli Distillerie, which has just introduced Gran Bassano Vermouth on the market. There are two variants: Red,



with a base of merlot wine infused with 33 botanicals and a vigorous personality; White, with a base of Vespaiolo wine and 39 botanicals, and which has a gentle temperament.

The Sicilian liqueur producer, Giardini d'Amore, presented its new creation, Femmes, at the **Roma Bar Show**. From the heart of the Mediterranean, this feminine-inspired essence is extracted from the sweetest of citrus fruits, the tangerine.

New products were also presented by Del Professore, with the new range of Doragrossa amari, rosoli and elixirs distributed by the Onesti Group. Another liqueur company by the name of Liquorificio Fiume made its debut in a bar show with its line of amari made in Puglia: Biliq, Amarum and Pugliese. At the Onesti Group stand its entire ex-



clusive range was on show with Portobello Gin Navy Strength and Cachaca Santo Grau, which attracted the interest of those within the industry. Among the rich range of aromatic bitters (Bob's and Violento), was The Japanese Bitters in three variants: Umami, Yuzu and Shiso. With nearly 300m² of exhibition space, Velier was one of the major appearances at the event. Its laboratory, Extraperimetral, was a triumph of exotic fruit and spices that permeated the ground floor of the Palazzo dei Congressi with its symphony of aromas.

The Compagnia dei Caraibi stand was also impressive, and they brought all of their brand ambassadors to **Roma Bar Show** to run a number of tastings. There was lots of Mexico in the Compagnia. Among its agave spirits was Raicilla Ninfa, a craft spirit produced by the Galin-





do family and obtained from the Wild Maximiliana agave, endemic to Mexico's Sierra Madre. From the heart of piñas (pineapples), a bouquet of slightly cit-



ric floral aromas is born, a contrast of smoked and sweet, which provides an extraordinary sensory journey. A new rum made its debut for Compagnia



dei Caraibi – The Demon’s Share 6yo comes from Panama, made from local sugar cane grown on nutrient-rich volcanic soil. It is then aged and mixed to perfection according to tradition in its inaccessible cellars.

There were new products also within the soft drink and cocktail mixers department. Mixer brought in its 100% natural lime juice, while JGasko introduced a pink soda. Evia Sodarosa is a light, grapefruit flavoured soda with just 23kcal. Sweetened naturally and sugar-free, it has a fresh aroma and is pleasantly bitter with persistent citrusy notes – a vibrant and clean flavour with plenty long-lasting bubbles.

Bevande Futuriste was there with its range of soft drinks, including Cortese and its five tonic waters. In addition to its popular Pure Tonic, its sugar-free



Tonica Light attracted attention, the bitter and spicy tonic with pepper and chilli, Tonica Pura Botanica with thyme, black cardamom and lemongrass, and the pleasant and fizzy Tonica Bio, all of which are produced in Italy with natural quinine extract, and no added colourants and preservatives.

The Onesti stand brought in its entire range of Finest Call and Re'Al, which will be introducing its new Guava Puree Infused Syrup. Cantine Toso took the op-





portunity to introduce the full range of Gamondi vermouths and liqueurs to the participants of a popular masterclass that included tastings and case histories.

Casoni Fabbricazione Liquori, which is among the oldest of Italian distilleries, launched a new range of liqueurs, “The Gibson Edition-Savoury Liqueurs”,

which includes three variants: Amaretto, Wild Berries and Balsamic Vinegar, Figs&Cherries and Balsamic Vinegar. The range, which is distributed by Vini&Design, celebrated the territory of the company and is produced with select, natural ingredients. In creating this range, Casoni worked closely with Marian Beke, one of the most well-known





exponents of modern bartending.

About Ten focused on the enjoyment of Tenace Bitter, exotic and spicy, with its natural colour coming from the maceration of 16 different botanicals including gentian, rhubarb, artichoke, absinthe and cinchona. At 25% ABV, it is a bitters for mixing as well as making an excel-





lent after-meal amaro. Tosti was there with Cardamaro, an old and unique amaro recipe made from wine and thistle.

With its Koval Distillery, the Pellegrini group brought in one of its leaders in quality. Among the gins from the dis-

tillery in Chicago, two variants struck us. Koval Barreled Gin is a dry gin that is aged for 6 months in ex-whiskey barrels. The result is an amber gin that to its herbal, balsamic and fragrant notes, hints of vanilla and spice are added,



making a creamy spirit. Koval Cranberry Gin Liqueur (30%) is Koval's homage to the aperitif culture. The cranberries and twelve other botanicals grown by organic farmers in the Midwest blend with the soft and clear notes of Koval Gin, creating a symphony of fruity and bitter-sweet aromas.

Stock Italia caused great interest, a business that continues on its strategy to reach professional bartending with its new products. Alongside greats such as Ledaig Single Malt Whisky and Nordes Gin, and the high-selling range of Keglevich and Dictador Rum, we saw two new variants of Brandy Carlos Primero, which are still not available in Italy, and the new Ampersand London Dry Gin.

Featured in a taste test at **Roma Bar Show**, Carlos I PX Brandy and Carlos I Amontillado set themselves apart for their specific aging in ex-sherry casks. The first is fruity, soft and extraordinarily complex, the second has a saline and mineral note, which is particularly distinctive.

At the Pallini stand, we saw N° 3





Gin's new packaging and a beautiful edition of the well-known Limoncello in hand-painted Vietri ceramic bottles. But the real innovation by Pallini was Fluère, a "non-alcoholic spirit" produced using the same technique that the master perfumers use to distil perfumes. Fluère is an explosion of botanicals that release a complex and balanced flavour, ensuring a finish that normally only alcoholic products provide. Moroccan coriander seeds, Himalayan juniper, lavender from Provence and Mediterranean lemon



peels make a unique product, perfect for those who do not enjoy or cannot drink alcoholic drinks, without sacrificing the flavour and pleasure of a good drink had in good company.

At **Roma Bar Show 2019** Molinari chose to celebrate one of its most recent arrivals on the market, Mount Gay Black Barrel, in two cask finishes – one in chestnut casks and the other in ex Cognac Remy Martin VSOP casks made of durmast oak. The two spirits were mixed, as preferred, in Old Fash-





ioned style. Remy Martin 1738 – Accord Royale is a cognac that celebrates the Accord Royale of 1738, the year when King Louis XV granted young Rémy Martin the right to plant new vines, which at the time was prohibited in France. The act that sanctioned this rare event was in fact called Accord Royale. Half-way between a VSOP and XO, it is a very versatile blend, suited both to drinking straight, as well as a base spirit in cocktails. Molinari presented the RM 1738 in two variations: as the iconic Sazerac, as well as the even more classic Sidecar, the battle horse of the Remy-Coin-



MOLINARI





treau group.

A significant innovation in the grappa world came from Nardini, who this year introduced a new product on the market from the Bortolo Nardini selection: its single cask 22-year-old Grappa Riserva. In contrast to traditional reserve



grappa, which are cuvées from various casks of the same vintage, for the first time, in the 22-year-old Single Cask, it is the final blend that is placed into casks for aging.

There were two new products from Nonino – the Nonino Botanical Drink





aperitif is infused with botanicals ennobled by ÛE Acquavite made from Fragolino grapes from the Nonino vineyards. The Nonino Botanical Drink aperitif has been named the first all-natural and ve-

gan-friendly aperitif. Its sunny yellow colour comes exclusively from botanicals that have been dried at a low temperature to maintain the natural aromas and colours. The light ABV and floral and



fruity notes make it ideal for cocktails. Ginger Spirit is the first distillate made from pure ginger and the first Nonino product that bears Cristina Nonino's signature as the master distiller. Following

years of research and attempts, in 2018 Cristina finally presented the distillate which is "her honours dissertation as a master distiller". Last year the Nonino distillery received the prestigious "Wine



Oscar” from Wine Enthusiast magazine, which awarded Nonino Distillatori with “Spirit Brand/Distillery of the year”, the first Italian distillery and grappa brand to receive the award.

Then there was also the range of vermouths represented at the stand of the Istituto del Vermouth di Torino, Cocchi Vermouth, which presented “Il Grande Libro del Vermouth di Torino. Storia e attualità di un classico prodotto piemontese” (‘The Great Book of Tu-



rin's Vermouth. History and actualities of a classic Piedmontese product'). The book summarises the history and long journey that last year led to recognising the value of the Turin vermouth and its need to be protected by the EU.

These and many other new products lit the stage at **Roma Bar Show**, chosen





by the industry to present the latest releases to the public.

Importers and distributors filled the Business Lounge, meeting with special-



ised press, deepening business discussions and concluding agreements that, we are sure, will move the Italian market in 2020.







LA GIN HOUSE

Gin continues to be one of the driving spirits of the market. Its rise does not slow down and every day new products are born that are ready to take a place in the market.

Its simplicity of use and versatility in mixing are its advantages, the transversal quality of juniper, which is able to equally capture segments of consumers,

and packaging that is increasingly elegant and captivating.

The Gin House by Il Gin.it was the area at **Roma Bar Show** completely dedicated to gin. Il Gin.it is the reference portal for gin culture in Italy. Its 200m2 area was shared by hundreds of labels representing Italian and international craft producers. The large cohort of Ital-



ian exhibiting brands was inevitable and understandable.

Producers and distributors were able to engage with the juniper generation, who is constantly searching for new specialties. Those within the sector and passionate consumers invaded the labyrinth of stands and the exclusive Gin Lounge Bar where one could taste their favourite gin combined with a wide range of tonic waters. These experiential journeys, which were aimed at understanding flavouring botanicals helped to grow

interest in the Gin House, which was easy to find thanks to the aromas of the spices that it released in the air.

The “Adopt a Gin” area was useful and interesting, a business space dedicated to producers looking for importers and distributors in Italy.

Many interesting new products were presented, all of which featured a constant evolution in extraction and aromatising techniques coming out of processing botanicals that are ever-more sought-after.



We have not doubt that gin is following a path aimed at determining territoriality and specific categories. It is a long and difficult road, but some producers are already attempting it.

Another area of interest within the Gin House was the space dedicated to masterclasses and presentations, case histories, cocktail shows and tastings conducted by famous presenters. According to sector analysts, the potential of gin still has aspects and room for growth that are extremely fascinating.





VIVA MEXICO

Roma Bar Show also spoke Mexican. The Mexican Village was the area dedicated to a country that is rich in tradition, rituals and spirits, having their origins in the mists of time. It was not just an exhibition space, but rather a platform where producers and distributors gathered to meet the aficionados of agave spirit.

It was hugely popular with the public, who were literally enraptured by the party atmosphere. Among the hundreds of Mexican distillates, tunes from the Mariachi bands that enlivened the entire village rang out. Colours, sounds, smells, flavours – a Mexican ecosystem that had never before appeared at a sector event.





At the Paloma Bar the shakers rang to the rhythm of guitars. Tequila and mezcal, but also sotol, bacanora, rum, pox and other Mexican specialties were the main characters at the cocktail bar where the bartending teams of well-known international bars took their places. These in-

cluded Mexico City's Limantour, La Mezcaleria from Paris and El Copitas from St. Petersburg.

The authoritative nature of the Mexican Village and the **Roma Bar Show** was confirmed by some of the best-known names within the Mexican spirit industry. Among



these were Ulises Toronteras, Jaime Muñoz and Hipocrates Nolasco Cancino, who also presided over some main seminars on the theme. Other mezcaleros were also there, as well as representatives of the Consejo Regulador del Mezcal, who came especially from Mexico to take part in **Roma Bar Show** as special guests.



MASTERCLASS & BAR ACADEMY



The rich program of talks and seminars was ambitious and noteworthy. The theatre in the Palazzo dei Congressi holds 797 seats, an impressive expanse of armchairs; and even more so when all the rows are filled to listen to Simone Caporale and Marian Beke, who talked about cocktail trends and innovation.

The volcanic and charismatic Luca “Ruruki” Gargano, together with Ian Burrell, explored the world of sugar cane and rum in mixing. Inside the large Velier space, Luca Gargano set up a sensory and experiential journey that taught the public about the most disparate and un-

ROMA BAR SHOW 2019 ACADEMY

CHASING THE REAL CLASSICS. TECHNIQUES AND SECRETS OF 10 ICONIC DRINKS

Antonio Parlapiano

ELECTRODYNAMICS: DINAMICS OF AROMA & MOUTHFEELS

Tony Pescatori

AROUND THE WORLD WHILE SEATED AT ITER BAR

Flavio Angiolillo

MIMIMALISM MIXING CONCEPT

Remy Savage

SIMP-LEX: THE ART OF SERVING COMPLEX FLAVOUR IN A SIMPLE WAY

Gabriele Manfredi

SYNERGY AND FOOD TECHNOLOGY. THE SECRETS OF THE ROTAVAPOR AND LYOPHILIZER

Simone Onorati & Gregory Camillo
- Sponsored by Buchi

SYNERGY BETWEEN BAR AND KITCHEN. SKILLS AND LOGIC BEHIND TALEA'S MIXING

Filippo Sisti

DEVELOPMENT AND SIGNIFICANCE OF A MENU FOR THE MARKETS

Simone Caporale



ABOVE: CAMILLE VIDAL, DAVIDE SEGAT AND PIETRO COLLINA.

known exotic fruits and spices brought in directly from their areas of origin. Desmond Payne and Anistatia Miler talked about gin of the past, present and future. And then too, the Italian edition of “Meehan’s Bartender Manual” was

launched, with Jim Meehan himself in attendance.

Still on the topic of publishing, Giacomo Casoni and Sharla Ault of Distilleria Bortolo Nardini presented the book that celebrates 240 years of history of the



oldest Italian distillery in operation.

In “Mexican Spirit Culture”, two of the world’s leading agave experts spoke, Hipocrates Nolasco Concino, President of the Consejo Regulador del Mezcal and Ulises Torrentera, author of

the bible on agave distillates, moderated by Roberto Artusio; and then Dre Masso and Paolo Guasco represented the Tahona society.

Mixing was covered by the team from the Savoy in London, consisting of Ste-

AT THE TOP, FROM LEFT TO RIGHT: ROBERTO ARTUSIO, JAIME MUNOIZ, HIPOCRATES NOLASCO CONCINO, ULISES TORONTERAS. BOTTOM LEFT, DESMOND PAYNE.

ALONGSIDE, DRE MASSO. BELOW, NICOLA RISKE AND AT THE BOTTOM, MAURO LOTTI (ON THE RIGHT) WITH FABIO BACCHI.



fano Filardi, Angelo Sparvoli and Gregorio Soriente, who discussed innovation in classic drinks; Francesco Lafranconi and Toby Cecchini described the American cocktail culture; Italians Flavio Angiolillo, Alex Frezza and Patrick Pistolesi spoke on bar strategies; Pietro Collina, Davide Segat and Daniele Liberati described the rebirth of hotel bars.

A noteworthy appearance was made by Mauro Lotti, who in the “Fascino seg-



ON THE LEFT, PAOLO GUASCO. BELOW, NIDAL RAMINI AND, IN THE IMAGE ON THE RIGHT, SIMONE CAPORALE. AT THE BOTTOM, JARED BROWN.



reto del lusso” (Secret Charm of Luxury) entertained his audience, talking about the fundamental relationship with the customer.

The presentation by Camille Vidal and Roberta Mariani on the topic of Wellness & Moderation was very popular, an aspect which the industry is becoming increasingly aware of.

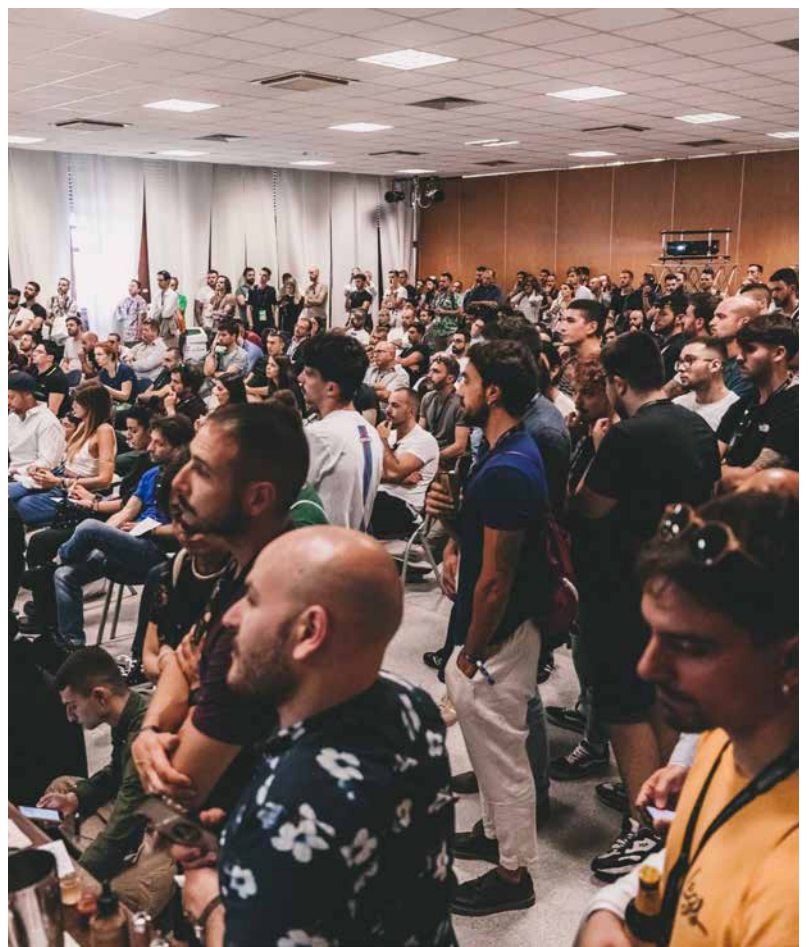
Bar Academy was a space with a programme consisting of eight workshops





held by well-known bartenders. Among these was Filippo Sisti, who spoke of the synergy between bar and kitchen, Ga-

briele Manfredi, Tony Pescatori who discussed the dynamics of aromas, Remy Savage on the concept of minimalism in





mixing, Gregory Camillo, who presented the Buchi Lab to the world for the first time, speaking of food technology and the secrets of the Rotavapor® and ly-

ophilizer, patents of the company.

Added to all this were 28 tasting rooms, where many new products were presented.



ALONGSIDE, PATRICK PISTOLESI AT A TASTING. MIDDLE ROW: ON THE LEFT MICHELE VENTURINI; ON THE RIGHT CRISTIAN BUGIADA OF LA PUNTA (IN THE MIDDLE). BOTTOM LEFT, REMY SAVAGE. IN THE IMAGE ON THE RIGHT, MARIO FARULLA (ON THE LEFT).





ROMA BAR SHOW 2019 – MAIN SEMINAR & TALK

AMERICAN COCKTAIL CULTURE **Francesco Lanfranconi, Toby Cecchini**

CLASSIC INNOVATION BY SAVOY AMERICAN BAR **Stefano Filardi, Angelo Sparvoli, Gregorio Soriente** – sponsored by **Diplomatico**

COCKTAIL TRENDS & INNOVATION **Simone Caporale, Marian Beke** – sponsored by **Nonino**

GIN GIN GIN... PAST, PRESENT AND FUTURE **Desmond Payne, Anistatia Miler** – sponsored by **Beefetaer**

HOW HOTEL BARS HAVE RAISE THIS INDUSTRY IN THE LAST DECADE **Pietro Collina, Davide Segat, Daniele Liberati** – sponsored by **Brown Forman**

MEEHAN'S BARTENDER MANUAL TALK **Jim Meehan** – sponsored by **Readrink**

MIX ITALY...RAISING THE BAR **Falvio Angiolillo, Patrick Pistolesi, Alexander Frezza**

SUGARE CANE **Luca Gargano, Ian Burrell** – sponsored by **Velier**

TAHONA SOCIETY **Dre Masso, Paolo Guasco** – sponsored by **Altos Tequila**

THE MEXICAN SPIRITS CULTURE **Hipocrates Nolasco Cancino, Ulises Torrentera, Roberto Artusio**

WELLBEING E MODERATION **Camille Vidal, Roberta Mariani** – sponsored by **Martini & Rossi**

ROMA BAR SHOW 2019 – MASTERCLASS

A DIFFERENT SPIRIT **Werner Psenner & Andrea Melfa** – sponsored by **Psenner**

AGAVE ON FIRE. DON'T BE A TOURIST **Simone Bodini** – sponsored by **Velier**

AGAVE SPIRITS EXPERIENCE **Roberto Artusio, Christian Bugiada, Edoardo Mestre, Carlos Moreno**

BEHIND THE SCENE **Michele Venturini** – sponsored by **Essentiae – Numquam – Peter in Florence – Mister Ghiaccio**

SAN PELLEGRINO & PERRIER SOFT DRINKS **Patrick Pistolesi** – sponsored by **Sanpellegrino & Perrier**

BOTANIST **Louise Conn** – sponsored by **Molinari**

CHIVAS BROTHERS **Ken Lindsay** – sponsored by **Pernod Ricard Italia**

FROM CARLO GAMONDI'S ANCIENT RECIPE... BITTERS **Luca Bottero** – sponsored by **Gamondi**

DISCOVER KARAKUCHI TASTE OF ASAHI SUPER DRY **Patrick Pistolesi** – sponsored by **Asahi Super D**

GIARDINI D'AMORE **Sponsored by Giardini d'Amore**

GREEK SPIRIT. FROM GRAPE CULTURE TO METAXA **Gegam Kazarian** – sponsored by **Metaxa**

THE SECRET CHARM OF LUXURY **Mauro Lotti**

THE VECCHIA ROMAGNA METHOD AND THE RISERVA TRE BOTTI **Bruno Vanzan**

JACK DANIEL'S TENNESSEE RYE **Francesco Spenuso** – sponsored by **Gruppo Montenegro**

LA RUTA DEL PISCO **Riccardo Rossi** - sponsored by **PROMPERU Ufficio Commerciale del Perù**

STREGA LIQUEUR. THE STORY OF AN ANCIENT RECIPE THAT HAS BEEN HANDED OVER SIX GENERATIONS **Alexander Frezza** – sponsored by **Strega**

MAKE BITTER CHOICE. HISTORY, LANGUAGE AND MECHANICS OF THE AMARO **Nicola Piazza** – sponsored by **Martini & Rossi**

MATUSALEM RUM **Diego Ferrari** – sponsored by **Gruppo Montenegro**

MEDITERRANEAN CULTURE. MEDICINAL PROPERTIES BEHIND ANIS **Gegam Kazarian** – sponsored by **Molinari**

MEZCAL VS TEQUILA VS SOTOL **Ulises Torrentera, Jesse Estes, Ricardo Pico, La Punta**

MICHTER'S IT'S ALL ABOUT THE WHISKEY **Matt Magliocco** – sponsored by **Michter's Whiskey**

RON ISLA COIBA. EVER-EVER LAND **Simone Parisi** – sponsored by **Mixer**

SELECT: ORIGINS OF THE VENETIAN SPRITZ **Antonio Zattoni & Rudi Carraro** – sponsored by **Amaro Montenegro**

SIPSMITH GIN **Jared Brown** – sponsored by **Onesti Group**

TEQUILA VS THE BLACK BOX THEORY **Stellos Papadopoulos** - sponsored by **Josè Cuervo**

THE ALIPUS STORY: BRINGING MEZCALERO FAMILIES TO THE WORLD **Jaime Munoz & Santiago Munoz Castillo** – sponsored by **Velier**

THE MYSTERY OF MACALLAN SINGLE MALT. AN EXPLORATION OF OAK, SPIRIT & PROVENANCE **Nicola Riske** – sponsored by **Velier**

THREE CENTS: THE SCIENCE OF LONG DRINKS **George Bagos** – sponsored by **Three Cents**

TWINS COCKTAIL WINE COFFEE **Ugo e Giorgio** – sponsored by **Twins**

VARNELLI: 150 YEARS OF HISTORY & TRADITION **Mirko Turconi** – sponsored by **Distilleria Varnelli**

VERMOUTH DI TORINO SUPERIORE GAMONDI. THE REDISCOVERY OF THE PIEDMONT TRADITION **Luca Bottero** – sponsored by **Gamondi**

BARBACK GAMES, THE ROMAN EVENT



On 23 and 24 September at the **Roma Bar Show**, the first edition of the Barback Games took place, the epic games event by Fernet-Branca. This was one of the most entertaining events at Roma Bar, unique in its kind: a series of rigorous challenges that only a true barback could overcome.

The games attracted and thrilled the audience watching them and who cheered on their favourites, often their own barbacks. The competition allowed any member of staff to take part and wave the flag of their own bar high, strengthening team spirit. The aim was using strength, speed, stamina and ability to prove that they were essential in running the bar. During the competition, the barbacks, or true “night heroes” of night life, showed the qualities that allow them to ensure customers have constant fun, impeccable cocktails and unforgettable evenings every night. Born in San Francisco and having become a real trend in several cities in the United States such as New York City, Chicago, Boston and San Diego, the Bar-



back Games are a Fernet-Branca games event designed for some fun and which highlights the closeness of the brand to the bartender community. After London and Berlin, last year they also came to Rome.

23 September was warm-up day, allowing the 40 contestants to familiarise themselves with the challenges they would face. During the competition held the following day, the registered barbacks fought it out to gain the title of Italy's Night Hero, and qualify for the European final, which took place at the Bar Covent Berlin on 8 October.

The competition is made up of four





BAR GAMES:
ABOVE, NICOLA
OLIANAS,
SALVATORE
CALABRESE AND
PETER DORELLI.

challenges that vary every time: from carrying cases of bottles to being able to carry glasses without breaking them, from dragging kegs to holding numerous bottles in one hand at a time, the Barback Games are a mix of challenges contested at the last second. Strength, speed, stamina, skills and training are required to pass the tests. These included: pallet transfer, ice bucket and beer kegs transfer.

The barbacks were required to carry, while negotiating a series of obstacles such as 50 boxes of water or cans, the most ice possible and 10 kegs of beer

respectively. During ‘bar set up and cleaning’, the competitors had to tidy and clean the bar in the fastest possible time – every day challenges for a barback.

The total time taken for the activities decided the winner of the first Italian edition of the Barback Games. In the event of a draw, the barbacks would have been required to take part in a gruelling final challenge, squeezing limes to obtain the most amount of juice in the allocated time. At the end of the competition, the verdict was given announcing the winner of the first Italian edition.





THE MARTINI CHALLENGE LA CLASSICA



They gained elevation of a total of 1,028m, often in unfavourable weather. There were 50 of them, exhausted and excited – they were the bartender cyclists from around the world, who after having completed 301km from Florence to Rome crossed the finish line to the applause of the audience at **Roma Bar Show**.

“La Classica”, an event by Martini Racing Ciclismo, was yet another exciting occasion at **Roma Bar Show**.

The first edition of this race was held in 2018 and is one of the events organised by the Martini Racing Sporting programme. “La Classica” was created to promote a healthy lifestyle among bartenders, as well as comradery and grow mutual support.

Martini has been linked to cycling since 1914, with sponsorship of the Grande Corsa Ciclistica Nazionale, the Gran Coppa Ciclistica of 1924, as well



as the Giro d'Italia since 1936.

Starting on 22 September at Arezzo, and after nearly three days of cycling through the Tuscan countryside, followed by support and service vehicles headed by Roberta Mariani, global BA of Martini & Rossi, the cycling bartenders coloured and livened the Rome Bar Show with their bright apparel.

Their prize was a well-deserved ap-

eritif at the MARTINI Caffè Torino stand. “We arrived at the first **Roma Bar Show** of all time and I am so overwhelmed and proud!” exclaimed Roberta Mariani.

“It was hard. There were times when I thought that I wouldn't make it and I know that the others felt the same way. I can honestly say that we did this together as a team, supporting and helping each other. What an incredible result; what a



privilege to run this unique programme that supports the friendship and health of bartenders: we all certainly earned our stripes and now our aperitif! I would advise everyone who gets the chance to come on to this programme, it's just wonderful," said Simon Difford of the Difford's Guide. "The majority of people came here to the **Roma Bar Show** in the

usual way. We did it in a crazy way, leaving Florence on our bikes. It was hell but so much fun!"

Proceeds of the event went to a worthy cause, "Wine to Water", a non-profit organisation founded by bartender Doc Hendley, which provides communities with access to drinking water where there previously was none.

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