



Aperol: The Orange Sensation

Description

Our Featured Libation of the World comes from stunning Italy

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Image from Aperol Official Site

What is this orange spirit?

While traveling around Europe in recent years, I noticed a trend that is hard to miss. A lovely, vibrant orange cocktail is at every bar you walk into or pass. On our visit to Palermo, Italy, it was by far the most common drink on order. There are bars where Aperol Spritz is the only drink everyone has in hand. The marketing that has brought this aperitif to the forefront has been brilliant.

The aperitif that is sweeping the world by storm is Aperol Spritz. The main ingredient is Aperol, which originates from the Venice region of Italy. The tradition of stimulating the appetite via an aperitivo, or light alcoholic beverage, has centuries-old roots in Italy and remains a cornerstone of today's culture. According to Walks of Italy, the modern version of an aperitivo may stretch back to 1786.

With the incredible success of this libation, we felt it deserved a bit more research and to have its story told.

Some Aperol history

Aperol was first produced in 1919 in Padua, Northern Italy, near Venice. The brothers Silvio and Luigi Barbieri created the recipe for the bittersweet orange liqueur and presented it at a trade show in Padua in 1919. That original recipe remains unchanged to this day. But it took some time for it to find its audience. It wasn't until after World War II that Aperol gained attention on a global scale.

The Italian way of life, enjoying an aperitif before dinner, seemingly took the world by storm after WW2. The slang word for apéritif is 'apéro,' from where the name Aperol originated.

Aperol's success came with the company's sale to Gruppo Campari in 2003. They started an inspired marketing campaign that introduced it throughout Europe and then launched it in North America. In the United States, the media has even noted the amount of Aperol spritz consumed worldwide. Before you knew it, Aperol and, more specifically, Aperol Spritz were everywhere.

The success of this aperitif seems to be because it's like drinking a big, cold glass of refreshing sparkling water. What makes it fun is it is not overly sweet, has some fascinating flavors, and is slightly bittersweet. It is simply unique.

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Image from Aperol Official Site

Aperol's Timeline: 100 years and counting

1912-1919

In 1912, the Barbieri brothers, Luigi and Silvio, inherited the family liqueur company of their father, Giuseppe. Over the next seven years, Luigi and Silvio, through dedication and experimentation, perfected what is known as Aperol today.

1919-1930

As WW2 ended, Aperol became a popular hit all over Italy in the following years, especially among young adults gathering in cafes in Padua and the Venetian bacaros.

1950-1960

In the 1950s, the world-famous recipe that made Aperol Spritz a success was born. The first Aperol T.V. commercial, "Il Carosello," hit the airwaves.

1980-1990

From Venice to the world stage. Aperol Spritz became an international aperitif, gaining a more cosmopolitan and sophisticated appeal. Being seen with Aperol Spritz meant something.

2000-2008

What was likely the turning point of Aperol's reign was that Italy's Gruppo Campari acquired the product. This new alliance delivers an influential advertising campaign behind Aperol Spritz across the international market. The marketing was brilliant, and over the following years, Aperol became associated with art, advertising, music, and lifestyle. It has achieved astonishing success worldwide and in its birthplace, Italy.

2009-2018

Aperol is now a household name. In 2012, the largest Aperol Spritz toast in the world made it into the annals of history. More than 2,600 gathered in Piazza San Marco in Venice, and Guinness World recorded the event.

2019 and on

Aperol celebrates its 100th birthday. Now, at its greatest time in popularity, it is recognized worldwide as the sparkling, refreshing gem to enjoy while gathering with friends and making connections.

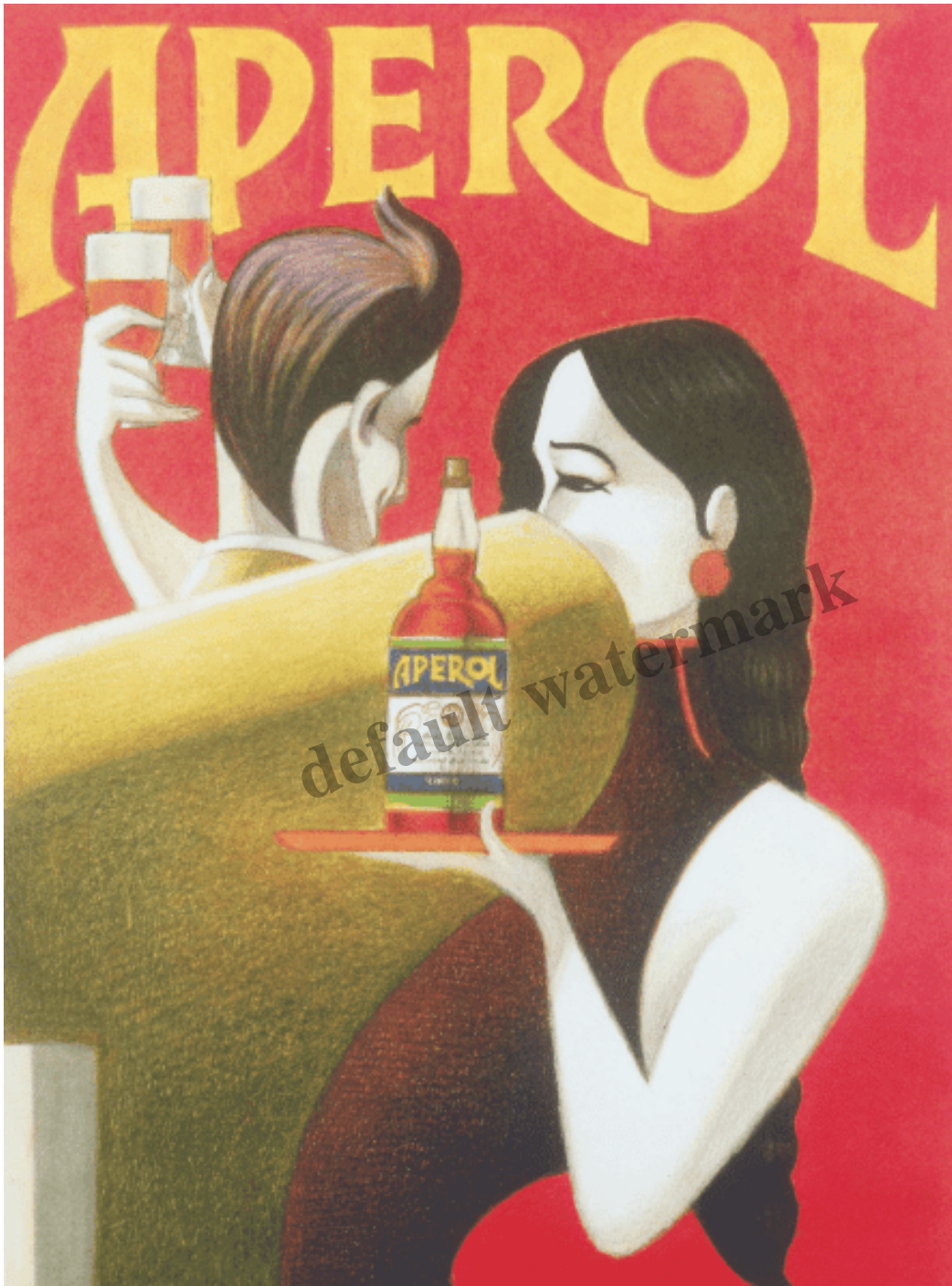


Image from Aperol Official Site

Aperol Facts

- Aperol contains 11% alcohol by volume, similar to wine.
- It is gluten-free and vegan.
- Aperol is nut-free and not made with any equipment that comes in contact with nuts.
- Estimates are that 300,000 Aperol spritzes are consumed daily in the Veneto region of Italy.

- Aperol spritzes are usually in a classic stem wine glass or a low tumbler.
- In Italy, the “place” to savor a true Venetian Aperol Spritz is in a bacaro, a traditional bar in Venice’s narrow streets.



Image from Aperol’s Official site

The herbs and spices

The closely guarded secret recipe utilizes an infusion of these herbs and spices. The flavors noted in Aperol are bitter orange, gentian, rhubarb, and cinchona, among other secret ingredients. Let us learn a bit more about each of these ingredients.

1. Bitter orange usually involves gently baking the zest of an orange until it is dry.
2. Gentian is an herb from the root of a flowering plant that often has violet-blue trumpet-shaped flowers. It has a reputation for medicinal use, especially in digestive issues.
3. Rhubarb is a spring vegetable known for its lush green leaves. The vibrant pink stalk is the edible part and has distinct flavors. The roots and stems are found in Chinese herbal medicines. The Rhubarb leaves, though, are poisonous.
4. Cinchona is a tree whose bark contains quinine, which is a flavoring in tonic water to make medicine. Cinchona uses include increasing appetite, promoting the release of digestive juices, and treating bloating.

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Image from Aperol's Official site

Can you drink it straight?

FUN FACT

Aperol was for a time sold in Germany had an alcohol content of 15% to avoid German container deposit legislation regulations, but since 2021 it is sold

with the standard alcohol content of 11%.

Aperol was drunk straight for about thirty years and was targeted toward women and people trying to stay in shape. In the 1950s, bartenders began using it as a component of a spritzer, a German-style drink that dates back to the 19th century. The story goes that Austro-Hungarian soldiers found Italian wines too strong and requested that they be “spritzed” with sparkling water to make them lighter. Hence, the humble beginnings of one of the world’s most favored cocktails.

Aperol is far too bitter for most people’s tastes. However, some people prefer it straight up.

What is the difference between Aperol and Campari



Image from Campari site

While Aperol and Campari have Italian roots, they were born 145 miles away and 59 years apart. First came Campari, a namesake brand by Gaspare Campari, which was a hit from the beginning. The company was deeply set into Italian culture, especially in Milan, where Camparino, the first Campari bar, was opened in 1867.

Today, the two brands are often confused or used interchangeably as they share several key traits: vibrant hues, Italian origin, and flavors that blend both bitter and sweet. This is where taste comes in. Aperol combines the flavors of rhubarb, bitter herbs, and burnt orange, while Campari offers undertones of cherry, clove, rhubarb, cascarrilla, cinnamon, and orange peel. Aperol is sweeter than Campari, which has a more intense bitterness.

But try it for yourself, as you will find distinct differences between the two popular apéritifs. Compared to Campari, Aperol is lighter, brighter, and less bitter, making it a perfect ingredient for low-alcohol cocktails.



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Check out the [Official Aperol site](#)

Not loved by all

It's not loved by everyone, though, and it received bad press. The New York Times once ran a headline that stated, "The Aperol Spritz is Not a Good Drink." They suggested that the beverage tastes similar to a children's chewable multivitamin or a Capri Sun. The article also complained about the low-grade Prosecco being used in the spritzes.

Where to purchase Aperol?

There is no need to leave room in your luggage for Aperol. It can be found in virtually every liquor store in the U.S. It is imported from Italy and is the same version you will find overseas. Save your luggage space for other trinkets. If you have a friend who is a massive fan of Aperol Spritz, you can purchase some logo glasses for a fun gift.

The price of a standard 750 ml bottle of Aperol in the U.S. tends to be in the upper teens. Since it has

a similar alcohol content, it is often found near the wine section.

Choosing your Prosecco



Image from Aperol Official Site

Crisp Prosecco offsets the bright and slightly bitter Aperol, and that final splash of soda keeps things balanced. You shouldn't pick up just any bottle of bubbly to mix with Aperol. Many Proseccos are sweet, and others can be dry. Finding the word brut (dry) or extra brut (mildly off-dry) on the label is key. This may be confusing, but if you see the word dry, it means the bubbly is sweet and may make your Spritz somewhat sugary, as Aperol itself isn't bitter. In our experience, we prefer an extra brut.

In the end, choose what you enjoy the most. If you had an exceptionally excellent Aperol Spritz at a bar, ask them what brand of Prosecco they use. Champagne can be substituted if that is what you have on hand.

The Garnish

An orange wedge is a traditional garnish, but most people are unaware that green olives are also used often.

May we suggest a few recipes for cocktails?



Aperol Spritz

Ingredients

- 3 ounces Prosecco
- 2 ounces Aperol
- 1 ounce of Club Soda
- 1 Orange Wedge
- 1 Green Olive, if desired

Add the ingredients listed above to a glass with ice. Garnish with an orange wedge and/or green olive.

Recipe from Aperol Official Website

Paper Plane Cocktail

Ingredients

1 1/2 ounce amaro
1 1/2 ounce of Aperol
1 1/2 ounce Bourbon
1 1/2 ounces of fresh lemon juice, strained
Ice

Combine amaro, Aperol, bourbon, and lemon juice in a cocktail shaker. Fill with ice and shake vigorously until the outside of the shaker is frosty for about 20 seconds. Strain into 2 glasses until well-chilled and strain into a cocktail glass.

Recipe from Bon Appetit Website

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Aperol Negroni

Ingredients

1 ounce Aperol
1 ounce of Gin
1 ounce Sweet Vermouth
Orange peel or dried citrus
Ice

Add ingredients to a mixing glass with ice. Stir for 20 seconds or until the contents are chilled. Strain into a rock or coupe glass. Serve over ice or neat (without ice) to minimize dilution. Garnish with an orange peel or dried citrus.

Recipe from Cocktail Away Website

The Airedale

Ingredients

2.5 ounces of Bourbon

3/4 ounce Aperol

1 teaspoon of simple syrup

Ice

Grapefruit zest

Combine in a mixing glass with ice and stir for 10-15 seconds. Strain into chilled glasses over a large whiskey ice block. Garnish with grapefruit zest.

Recipe found at Town and Country Magazine online

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Madrid Spain Market

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Venice and Aperol Photo Gallery

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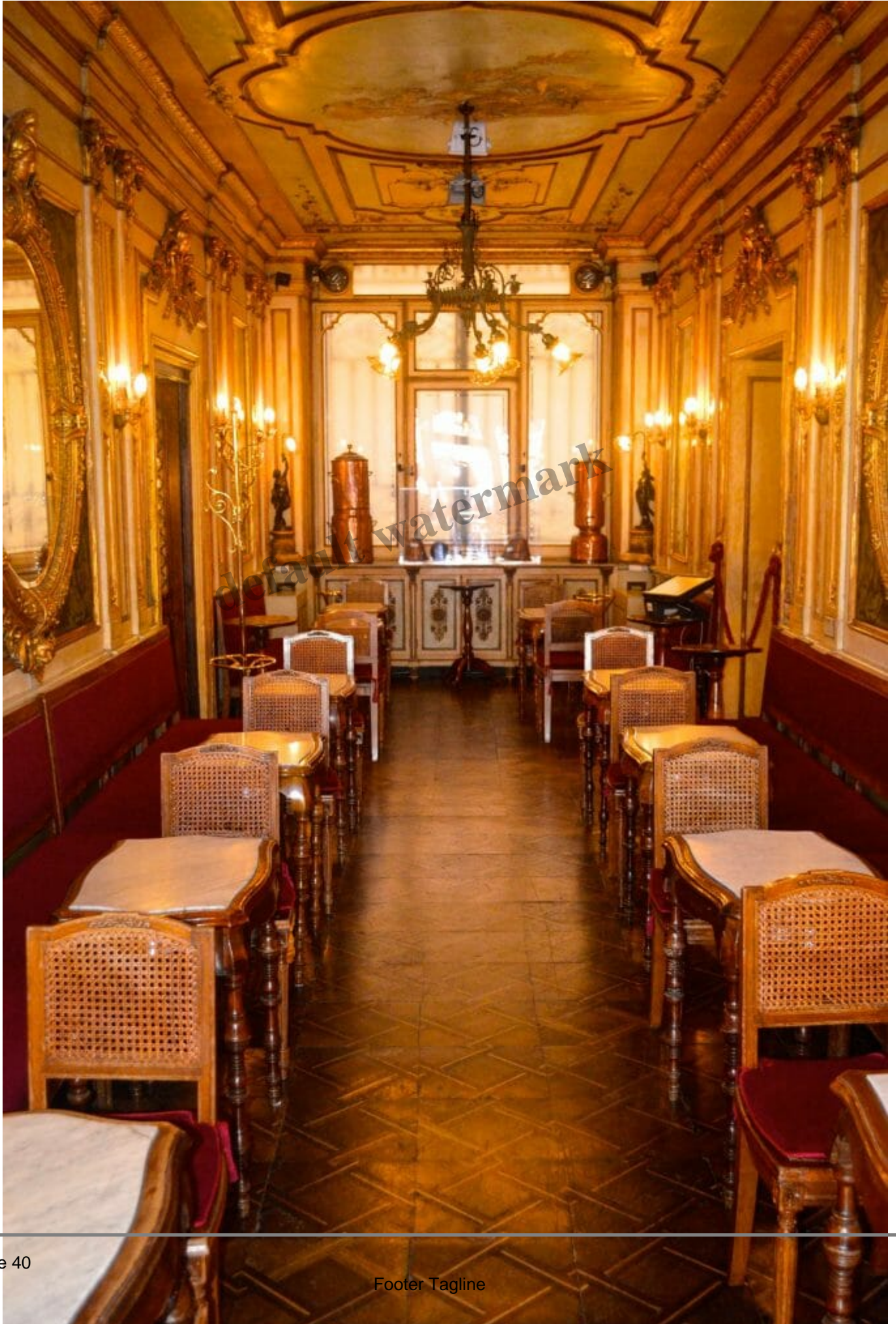




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