



COCKTAIL BOOK



Girolamo Luxardo founds Distillery

- 1817: Girolamo Luxardo moved to Zara (in modern-day Croatia) with his wife Maria Canaveri in 1817. Maria was especially interested in perfecting "Rosolio Maraschino", a liqueur produced in Dalmatia since medieval times, and became famed for her recipe.
- 1821: Girolamo founded his distillery in 1821 to make his wife's liqueur.
- 1829: After 8 years of research, Girolamo perfected the recipe — which is still used to this day. So lauded was the recipe, it received an exclusive "Privilege" from the Emperor of Austria, a valuable and cherished acknowledgement of the superior quality of Luxardo Maraschino Liqueur. Today the firm proudly continues bearing the denomination of "Privilegita Fabbrica Maraschino Excelsior".



Distillery Destroyed in WW2

- 1943: The beginning of World War II brought great destruction to Zara. After indiscriminate and repeated Anglo-American bombings in 1943-44, the city of Zara — and the distillery — was almost completely destroyed.
- 1944: German troops withdrew from Dalmatia, allowing occupation by Josip Tito's partisans. The great majority of the surviving Italian population fled into exile, in Italy and elsewhere (Australia, Canada, and the Americas) but many were murdered by the Yugoslavian occupiers: amongst them brothers Pietro and Nicolò Luxardo II, and Nicolò's wife Bianca.



An Era of Expansion

Soon after the end of WWII, with the help of the rest of the fifth generation, and with a strong sense of family belonging, the company managed to rise again after surviving countless losses during the previous years. With the re-establishment of good relations with reliable agents and distributors, both in Italy and in export markets worldwide, different Luxardo products were soon again on the top shelves of many bars.



The Real Maraschino Takes Hold in the US

In 2004 the brand became aligned with the growing craft cocktail movement thanks to bartenders at the famed Pegu Club in New York. Mere weeks before the opening of Pegu Club, the bartenders were on a trip to London where they tried Luxardo cherries for the first time at a craft cocktail bar, and knew right away they needed to find a way to get them for Pegu. After clearing the shelves of a local high-end market of their entire supply for the opening, the Luxardo cherries were a huge success, they even got a mention in The New York Times. As Pegu Club and others popularized Luxardo by word of mouth, the sales...started to grow by double digits every year. The word was out.



The Golden Age of Classic Cocktails

- 1868: The Manhattan cocktail was invented, and legend has it that a spoonful of Luxardo Maraschino Cherry syrup was swirled into this first glass. Luxardo Maraschino Liqueur can be found in the earliest recipes for the first generation of cocktails, including the Corpse Reviver (1871) and the Martinez (1887). Luxardo further builds its name among bartenders across continents with other products that the Luxardo family began producing soon after its founding, such as the Cherry Liqueur "Sangue Morlacco", the Original Maraschino Cherries, Limoncello and many others.
- 1912: Luxardo Maraschino Liqueur is served aboard the Titanic during its fateful voyage.



Michelangelo Luxardo Builds Modern Distillery

- 1913: Owing to Luxardo's global success, the third generation Luxardo, Michelangelo, built a very modern distillery, probably the largest in the entire Austro-Hungarian Empire. Even today people arriving in Zara cannot help noticing the imposing building on the harbour edge, which housed the headquarters and the residence of the Luxardo family.
- 1918: At the end of World War I, Zara was incorporated into the Kingdom of Italy as 85% of its population were Italians. The Luxardo Company soon became the most important distillery in the country.
- 1934: Ernest Hemingway becomes a regular at famed La Floridita bar in Havana, Cuba, where he creates a cocktail with Luxardo Maraschino Liqueur: the Hemingway Daiquiri.



Luxardo Family Rebuilds in Torreglia

In 1947, however, the last surviving brother, Giorgio Luxardo, together with his nephew, fifth-generation Nicolò Luxardo III, had the courage and the vision to rebuild the distillery in Torreglia, a village beneath the Euganean Hills in the North-Eastern part of Italy.



The Story Continues

In the early 1980's thanks to the consolidation of the existing markets and with the innovative ideas brought by the young members of the sixth generation, came an era of constant investment on the plant in Torreglia which are still undergoing today.



Celebrating 200 Years

Since our founding by Girolamo Luxardo in 1821, from the golden age of cocktails, through the modern eras of mixology, to today, we have remained privately owned and operated by the 6th and 7th generations of the Luxardo family. Over two hundred years, seven generations of Luxardos have helped perfect classics, reinvent icons, and inspire new innovations in cocktail culture. So here's a toast to the next two hundred years — whatever the future brings, we warmly invite you to join our family over a glass of Luxardo.





Year Of Origin

1886

MANHATTAN

A Manhattan without Luxardo Maraschino Cherries is no Manhattan at all.

A classic Manhattan gets a Maraschino-powered upgrade with thanks to a welcome splash of luxurious Luxardo Maraschino cherry syrup and an irresistibly decadent garnish.

Some cocktails are classic for a reason. Many records say that this particular piece of cocktail history was formed at New York's aptly named Manhattan Club in the 1870s, but like most legends, the history can get a bit cloudy. There are definitely records of this particular recipe dating back even earlier, but regardless of when this cornerstone of the craft cocktail scene was created, there's no doubt about the where.

The "official" ingredients of this quintessentially New York cocktail are whiskey, sweet vermouth, bitters, and a cherry garnish, but we'd like to submit our version as evidence that "official" isn't the same as "perfect." No matter how you make your Manhattan, it's not quite perfect until you add some Luxardo Maraschino — and we should know, we've been adding them to ours since 1905.

Ingredients

1 ½ oz. bourbon whiskey
1 ½ oz. Sweet Vermouth
½ tsp. (1 small bar spoon) syrup from Luxardo Maraschino Cherries jar
2 dashes bitters

Luxardo Cherries for garnish

Directions

Step 1

Fill a mixing glass with large ice cubes.

Step 2

Add whiskey, vermouth, spoonful of maraschino syrup, and bitters to mixing glass and stir.

Step 3

Strain into a chilled cocktail glass and garnish with a Luxardo Maraschino Cherry.





Year Of Origin

1887

with a 2019 twist

SOUR CHERRY MARTINEZ

A classic precursor to the Martini, with foggy Bay Area origins.

For extra flare, bring the sweeter notes of marasca cherries and juniper to the herbal and tangy Martinez, in the form of Luxardo Sour Cherry Gin. Yup, it's really that easy.

It seems that legend can't decide whether this 19th-century cocktail was first created by bartender Jerry Thomas at the Occidental Hotel in San Francisco, or by bartender Richelieu at a saloon in Martinez, California — but what IS known is that Luxardo was absolutely there for the inception of the Martinez, as evidenced by Thomas's guide for the original recipe: a "pony" of gin, a "glass" of vermouth, a dash of bitters, and two dashes of Luxardo Maraschino Originale.

Since then, the recipe has passed through many bartenders with various recorded changes, but the herbal and sweet Luxardo Maraschino Originale — as well as the ease in which the cocktail is made — has remained consistent throughout.

Ingredients

1½ oz. Luxardo Sour Cherry Gin
¼ oz. Luxardo Maraschino Originale Liqueur
1½ oz. sweet vermouth
2 dashes of bitters

Luxardo Maraschino Cherries for garnish
Orange peel for garnish



Directions

Step 1
Add Luxardo Sour Cherry Gin, Luxardo Maraschino Originale, sweet vermouth, and two dashes of bitters to a glass with ice — then stir.

Step 2
Strain the cocktail into another chilled glass.

Step 3
Garnish the cocktail with an orange peel twist and a Luxardo Maraschino Cherry, and serve. twist, and serve.



Year Of Origin
1908

BROOKLYN

All the fun and flavor of a Manhattan —
with a little more character thrown in.

When spicy rye whiskey meets the smooth, sweetly sharp flavors of our Maraschino Originale, what first looks like a simple riff on a Manhattan hops on the L Train and heads straight for Brooklyn instead. And when you top it all off with the sweet, amaretto-forward notes of our Maraschino Cherries, you get a cocktail that's worthy of every single borough's respect.

While many cocktails are created before they're named, this one took the opposite approach. In an effort to capitalize on a turn-of-the-century trend of creating variations on the Manhattan, then naming them after New York boroughs in the early 1900s, the Brooklyn was created to reflect many of the same characteristics as its namesake. It's packed with history, it's a little rough around the edges, and above all else, it's full of character. First mentioned in print in 1908, the Brooklyn may not get as much recognition as its more well-known neighbors like the Bronx or the Manhattan, but we think it's just as deserving of your attention.

One likely reason that this cocktail hasn't had as widespread appeal as the rest of the Big Apple-themed drinks? The presence of Amer Picon (a bitter, slightly orange flavored aperitif from France that's nearly impossible to find in America) in its original recipe. Luckily, an Italian amaro (like our Amaro Abano) will work just as well — and you won't even have to deal with international shipping.

Ingredients

2 oz. rye or other whiskey
1 oz. dry vermouth
 $\frac{3}{4}$ oz. Luxardo Amaro Abano
 $\frac{3}{4}$ oz. Luxardo Maraschino Originale Liqueur
4 dashes bitters

Luxardo Cherries for garnish

Directions

Step 1
Add liquid ingredients to a mixing glass with ice.

Step 2
Stir until chilled, then strain into a chilled coupe glass.

Step 3
Garnish with (at least) two Luxardo Maraschino cherries, and enjoy!





Year Of Origin

1915

THE LAST WORD

Making other cocktails green
with envy since 1915.

“On paper it just sounds like it’s not going to work,” says Stenson — but in practice, this pungent palate cleanser is a perfectly balanced cocktail, with a sharp intro courtesy of the combination of Chartreuse and our Maraschino Originale, subtle tartness from fresh lime juice, a clean, fresh finish from our London Dry Gin, and an exclamation point of sweetness thanks to the mandatory presence of our Maraschino Cherries.

First developed back in 1915 at the Detroit Athletic Club, this cocktail was seemingly lost to time until Seattle bartending legend Murray Stenson rediscovered it in an old cocktail book in 2003. Its catchy name, vibrant color, simple preparation, and unique flavor led it to become an instant hit — quickly becoming the top selling drink at Seattle’s Zig Zag Cafe, where Stenson tended bar.

Relying on equal parts gin, Luxardo Maraschino Originale, green Chartreuse, and lime juice, the delicious simplicity of this cocktail has helped it go from being secretly served in speakeasies to becoming a mainstay on any respectable craft cocktail menu over a century later.

Ingredients

3/4 oz. Luxardo London Dry Gin
3/4 oz. Luxardo Maraschino Originale Liqueur
3/4 oz. green Chartreuse
3/4 oz fresh lime juice

Luxardo Cherries for garnish
Lime twist for garnish



Directions

Step 1
Add all liquid ingredients to shaker filled with cracked ice.

Step 2
Shake well until chilled, then strain into a coupe glass (a Nick and Nora glass works great here as well).

Step 3
Garnish with a lime twist and Luxardo Maraschino cherry.



Year Of Origin

1915

SINGAPORE SLING

Sling this Singapore staple from the comfort of your own bar cart.

The Singapore Sling gets its cherry flavors from Luxardo Sangue Morlacco — a sweet and flavorful liqueur with a welcome hint of tartness from freshly squeezed cherries.

Around 1915, bartender Ngiam Tong Boon created the very first Gin Sling at the Long Bar in Singapore's Raffles Hotel — and sparked a decades-long slinging of Gin Slings by bartenders around the world.

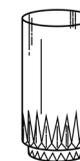
Boon's cocktail — now known as the Singapore Sling — originally combined gin, soda water, and cherry brandy... with every subsequent rendition evolving to include fresh fruit juice, sweet and sour, grenadine, Benedictine, and more in the mix.

But as dynamic and one-of-a-kind as those versions of the drink are, we'll be keeping our version quite simple... and close to it's classic Singaporean roots.

Ingredients

1½ oz. Luxardo London Dry Gin
½ oz. Luxardo Sangue Morlacco
¼ oz. Luxardo Triplum (Triple Sec)
¼ oz. Luxardo Fernet
3 oz. Pineapple juice
½ oz. fresh lime juice
2 dashes Angustura bitters

Luxardo Maraschino Cherries for garnish
Pineapple Wedge for garnish



Directions

Step 1
Add all ingredients — except the soda water, Maraschino Cherries, and lemon wheel — to a shaker with ice. Shake until chilled.

Step 2
Strain the mixture into a sling glass, with ice.

Step 3
Fill the rest of the glass with soda water, then lightly stir the cocktail. twist, and serve.

Step 4
Garnish with the lemon wheel and Luxardo Maraschino Cherry, and serve.



Year Of Origin

1917

AVIATION

This Pre-Prohibition gin cocktail is a delicate balance of strong flavors.

The trick to a good Aviation is a light hand with the crème de violette — achieve this subtle balance, and you'll convert any gin-naysayers by the shaken glassful.

For decades, if you ordered an Aviation at a bar, you'd receive a sour, lemony cocktail of no particularly interesting hue. But in the 21st century, the Aviation's lost original recipe was rediscovered, and the drink was reinstated as a light purple icon of the Pre-Prohibition era. The Aviation first appeared in print in Hugo R. Ensslin's 1917 Recipes for Mixed Drinks, and in this original recipe Ensslin includes crème de violette, a violet herbal liqueur. To many, the cocktail's appeal lay in the rarity of its ingredients — Maraschino liqueur and crème de violette were difficult to find in America, and were therefore the mark of an uncommonly well stocked bar. This rarity became the cocktail's downfall, for by the mid-century, crème de violette was nowhere to be found, and the original Aviation recipe was soon forgotten.

Skip ahead to 2004, when the original recipe resurfaced, and thanks to the clamoring of eager mixologists, an importer finally made crème de violette available in the states. Today, the drink polarizes fans who insist on keeping or holding the crème de violette. Go ahead and try the cocktail with the violette for a sip of the 1917 classic, or without for the 1930s version — we think it's an excellent use of gin and Maraschino either way.

Ingredients

2 ½ oz. Luxardo London Dry Gin
2 tsp. Luxardo Maraschino Originale Liqueur
¾ oz. fresh lemon juice
1 bar spoon crème de violette

Luxardo Maraschino Cherries for garnish

Directions

Step 1
Fill a balloon glass with ice.

Step 2
Pour in the Luxardo Aperitivo, then Prosecco.

Step 3
Top with a splash of club soda and an orange slice.





Era Of Origin

1920s

APERITIVO SPRITZ

Aperitivo hour, the Luxardo way!

Luxardo Aperitivo's low alcoholic content and refreshing botanical and citrus flavors make it the perfect companion for Prosecco and a sunny brunch spread.

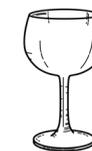
It's not a Spritz without the telltale orange of Aperitivo. And it's not summertime til you've clinked balloon glasses of the bubbly, bittersweet drink. Long before the orange drink took over Instagram — approximately 200 years before — Italians were enjoying Aperitivo hour with a timeless Spritz.

In the early 1800s, Austrians in Northern Italy began enjoying their wine with a splash, or in German, a "spritz" of water. By the 1920s, the Spritz had gained its telltale orange hue, and by the 1950s, grown into a cocktail recipe of orange-flavored Italian liqueur and Prosecco, topped with sparkling water. But one thing has never changed — the Spritz has always been the drink of Italian summer.

Ingredients

2 oz. Luxardo Aperitivo
3 oz. Prosecco
1 oz. club soda

Orange slice for garnish



Directions

Step 1

Fill a balloon glass with ice.

Step 2

Pour in the Luxardo Aperitivo, then Prosecco.

Step 3

Top with a splash of club soda and an orange slice.



Year Of Origin

1922

BLOOD & SAND

Classic flavors inspired by Old Hollywood.

There's a reason why Luxardo Cherry Liqueur was renamed "Sangue Morlacco" by the famous Italian poet Gabriele D'Annunzio in 1919 — using this sweetly rich and uniquely decadent liqueur is a great way to transform any cocktail into pure poetry.

Taking its name from Rudolph Valentino's classic 1922 bullfighting film, Blood and Sand, this cocktail was made with Scotch whiskey lovers in mind. But you can put away your capes and reach for a champagne coupe instead, matadors. One sip of this classic will change the way you look at Scotch whiskey's place in the cocktail canon — and that's no bull.

While this recipe harkens back to the Golden Age of Hollywood with a deceptively simple, yet elegant recipe — our version calls for equal parts scotch (the smoother the better), sweet vermouth, Luxardo Sangue Morlacco (the blood), and fresh orange juice (the sand).

Ingredients

- 3/4 oz. Luxardo Sangue Morlacco
- 3/4 oz. Scotch whiskey
- 3/4 oz. rosso (sweet) vermouth
- 3/4 oz. fresh orange juice

Orange peel or orange twist for garnish



Directions

- Step 1**
Add liquid ingredients to a cocktail shaker filled with ice.
- Step 2**
Shake well, and strain into chilled coupe glass.
- Step 3**
Garnish with a flamed orange peel or an orange twist.



Year Of Origin

1922

BOULEVARDIER

Snuggle up with this warmer take on a classic Negroni.

The herbaceous, citrusy notes of our Luxardo Bitter Rosso add a distinctive and unmistakable flavor profile to our version of this cocktail, working in tandem with the sweetness of the vermouth and spice of the bourbon to create a perfectly balanced drink.

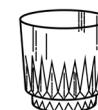
Created by American-born socialite Erskine Gwynne, who founded a monthly magazine in Paris titled — you guessed it — Boulevardier, this simple riff on a Negroni swaps out bourbon or rye whiskey for gin. Loosely translated as “man-about-town,” this balanced combination of sweetness, spice, and bitterness always rings true, no matter which boulevards you may call home.

“Now is the time for all good Barflies to come to the aid of the party, since Erskine Gwynne crashed in with his Boulevardier Cocktail,” wrote famed bartender Harry McElhone in his classic 1927 book Barflies and Cocktails — and more than a century later, those words still ring true.

Ingredients

1 1/2 oz. bourbon or rye whiskey
3/4 oz. Luxardo Bitter Rosso
3/5 oz. rosso (sweet) vermouth

Orange twist for garnish



Directions

Step 1
Stir (don't shake, seriously) ingredients with ice in a mixing glass until chilled.

Step 2
Strain into a rocks glass, and garnish with an orange twist.



Year Of Origin

1930

ANGEL FACE

This Prohibition-era classic is elegant, refined, and packs an unapologetic punch.

Featuring Luxardo London Dry Gin, Luxardo Apricot Albicocca and Calvados in equal parts, the Angel Face is old-fashioned in a way that intrigues modern palates, as it manages to find a beautiful balance without two mainstays of modern mixology, sugar and citrus.

Mix up an Angel Face for a taste of quintessential Speakeasy style. This elegant cocktail first appeared in Harry Craddock's 1930 *The Savoy Cocktail Book* — at the height of Prohibition — and its sumptuous flavors recall hidden parlors and smoke-filled jazz lounges.

Inspired by Angel Face, an infamous gangster of the American Prohibition, its name belies a hidden boldness: the first sip is delicious and inviting, balancing sweet apricot with dry gin. But don't let its smooth, heavenly flavors fool you — the Angel Face blends three full-strength spirits for a roaring 30s-style punch.

Ingredients

1 oz. Luxardo London Dry Gin
1 oz. Luxardo Apricot Albicocca Liqueur
1 oz. Calvados

Lemon twist for garnish



Directions

Step 1

Stir all ingredients with wet ice (the extra dilution helps to mellow out the bold flavors — as an alternative, the cocktail may be shaken, but will lose its beautifully clear look).

Step 2

Strain into a coupe glass, and garnish with a lemon twist.



Year Of Origin

1934

HEMINGWAY DAIQUIRI

A short story in the spirit of Ernest himself:
“For drinking. This cocktail. Always enjoyed.”

Light, tart, and bright, this cocktail truly shines when fresh, quality ingredients are used. Luxardo Maraschino Originale and Maraschino Cherries add subtly sweet hints of almond and vanilla, creating perfectly balanced drinkability that even “Papa” would likely appreciate.

Also known as the “Papa Doble,” this variation on a traditional daiquiri was inspired by famed author Ernest Hemingway — a man who was known to enjoy a good cocktail or two. Thanks to his time spent in Cuba in the 1920s, Hemingway had a well-known affection for the daiquiri, which is what inspired the bartenders at La Floridita to create a special version Papa Hemingway could call his own.

While what eventually made it onto the menu didn’t pack as much of a punch as Hemingway’s preferred preparation (“four ounces of rum with a splash of lime”), the version featured here still avoids the sugars and syrups daiquiris have become infamous for — drawing its subtle sweetness instead from fresh squeezed juice, Luxardo Maraschino Originale, and Luxardo Maraschino Cherries.

Ingredients

1 ½ oz. white rum
½ oz. Luxardo Maraschino Originale Liqueur
¾ oz. fresh lime juice
½ oz. grapefruit juice

Luxardo Cherry for garnish
Lime slice for garnish



Directions

Step 1
Add liquid ingredients to a shaker with ice.

Step 2
Shake until chilled, then strain into a coupe glass.

Step 3
Garnish with a lime slice and one (or three) Luxardo Maraschino Cherries.



Year Of Origin

1938

MARGARITA

A blast from Baja California's post-Prohibition past.

The addition of Luxardo Triplum to tart lime juice and the hint of agave in white tequila brings an earthy, layered, and unique citrus flavor to the original margarita — made possible only by the method in which our orange liqueur is distilled.

The earliest recorded (and agreed-upon) origin of the Margarita began with Carlos “Danny” Herrera, owner and bartender of Tijuana’s Rancho La Gloria hotel in 1938. According to legend, Herrera first created and named the cocktail for a dancer named Marjorie King, who was allegedly allergic to all spirits except tequila. His creation subsequently became very popular in drinking parlors throughout the West Coast, particularly where straight dark liquor was the norm.

Today, margaritas are a staple in bars around the world, with new and unique flavors to boot. But no matter how they’re made, their base always stays true to its 20th century, Baja Californian roots: two parts white tequila, one part Luxardo Triplum, and one part fresh lime juice.

Ingredients

1 oz. Luxardo Triplum
2 oz. tequila
1 oz. fresh lime juice
½ oz agave syrup, to taste

Flaky sea salt or kosher salt rim
Lime wedges for garnish



Directions

Step 1
Rub the rim of the margarita glass with a lime wedge, and dip it into the salt. Set the glass aside.

Step 2
Add tequila, Luxardo Triplum, fresh lime juice, and agave syrup to a shaker filled with ice. Shake until chilled.

Step 3
Strain mixture into the salted margarita

Step 4
Garnish the finished cocktail with a lime wedge, and serve.



Era Of Origin

1950s

with a 2019 twist

BIANCO PALOMA

Mexican tequila and Italian apéritifs make for a bracing, complex summertime cocktail.

This twist on the Paloma balances a bitter, botanical edge from Luxardo Bitter Bianco with sweet, round notes of Luxardo Maraschino Originale and tangy, fresh citrus.

Nobody knows how the Paloma, or “dove” in English, got its name. What we do know is that it is a delicious and quintessentially Mexican cocktail that is perfect on hot days and warm nights. Traditionally made with tequila, lime juice, and grapefruit soda, it probably originated in Mexico sometime in the mid-1900s, around the time that grapefruit Jarritos arrived on the scene.

The Bianco Paloma is a modern twist that takes the original’s grapefruit flavor and dials it up to veinte — or maybe venti. We swapped out the grapefruit soda for fresh grapefruit juice, and added two Italian apéritifs that are well-known complements of citrus fruit: Luxardo Bitter Bianco and Luxardo Maraschino Originale.

Ingredients

1 oz. tequila blanco
2/3 oz. Luxardo Bitter Bianco
2/3 oz. fresh pink grapefruit juice
1/3 oz. fresh lime juice
1/4 oz. Luxardo Maraschino Originale Liqueur

Grapefruit twist for garnish
Luxardo Maraschino Cherries for garnish



Directions

Step 1
Combine all ingredients except garnish in a shaker filled with ice.

Step 2
Shake until well chilled, then double-strain into a Collins glass filled with fresh ice.

Step 3
Garnish with grapefruit twist and Luxardo cherry.



Era Of Origin

1970s

AMARETTO SOUR

A little sour, a little sweet, and molto Italian-American.

Nutty, bitter, sour, and sweet, this is a classic Italian-American cocktail worth rediscovering. The distinctly Italian (drier) style of Luxardo Amaretto and fresh citrus will shake any notions of disco-era concoctions from your palate.

Italian Amaretto is an agreeable liqueur that's easy to sip by itself — a Goldilocks experience that's a little bitter (but not too bitter), a little sweet (but not too sweet) and a little boozy (but not too boozy). Historically made with almonds, the traditionally crafted aperitif is much drier than modern mixes make it out to be. Add a little sweetness and fresh citrusy zing, and it becomes a complex, sophisticated cocktail: The Amaretto Sour.

In the 1970s, Italian liqueurs began finding their way into American bars. Luckily for us, cocktails such as the flaming “Coffee Nero” and “The Godfather” (Amaretto and Scotch, on the rocks) soon gave way to the more balanced (yes, balanced) Amaretto Sour. This classically simple cocktail combines almondy Amaretto liqueur with fresh lemon juice and egg whites for a sophisticated play between sour and sweet on the taste buds. The cocktail soon went out of favor once disco-era bartenders swapped in sour mix for the fresh citrus, but with the craft cocktail revival of the early 2000s, enthusiasts are once again spreading the word that a well-made Amaretto Sour is a classic worth rediscovering.

Ingredients

1½ oz. bourbon whiskey
1½ oz. sweet vermouth
½ tsp. (one small bar spoon) syrup from Luxardo Original Maraschino Cherries jar
2 dashes Angostura bitters

Luxardo Maraschino Cherry and lemon twist for garnish



Directions

- Step 1**
Fill mixing glass with ice cubes.
- Step 2**
Add whiskey, vermouth, cherry syrup and bitters to mixing glass and stir.
- Step 3**
Strain into a chilled cocktail glass and garnish with a Luxardo Maraschino Cherry.



Era Of Origin

2000s

KENTUCKY FLYER

A simple whiskey cocktail that puts an all-American twist on a classic.

The addition of rye whiskey to this cocktail helps give it a spicy takeoff, but it's the complex cherry-vanilla sharpness of our Luxardo Maraschino Originale that really helps it reach cruising altitude.

A more recent but lesser-known cocktail, this simple, four ingredient whiskey cocktail deserves to be considered a modern classic. Standing tall as a shining example of the ingenuity bartenders and cocktail creators utilized throughout the craft cocktail revival of the early 2000s, we think this cozy cocktail can hold its own against recipes from any time period.

No need to get fancy with this one. You've probably already got everything you need to make one tonight, and when you do, you'll understand why the simplicity of this unpretentious recipe makes it a perfect cocktail companion for a cozy night at home.

Ingredients

2 oz. rye whiskey
3/4 oz. Luxardo Maraschino Originale Liqueur
1/2 oz. lemon juice
4 dashes of orange bitters

Luxardo Cherries for garnish
Lemon twist for garnish

Directions

Step 1
Add liquid ingredients to a cocktail shaker filled with ice.

Step 2
Shake until chilled, then strain into a coupe glass.

Step 3
Garnish with Luxardo Maraschino Cherries and a lemon twist.





Year Of Origin
2007

PAPER PLANE

Coupe Glass, meet First Class — we're taking the Last Word to new heights.

Despite the vast difference in ingredients, there are two things that make the Paper Plane similar to the Last Word: the consistent ingredient ratio (1:1:1:1) between both cocktails, and the trademark bitter, herbal flavor — this time from a mix of earthy Luxardo Aperitivo, full-bodied bourbon, Amaro Nonino, and freshly squeezed lemon juice.

In 2007, M.I.A.'s "Paper Planes" blared on airwaves across the world — and award-winning NYC bartenders Sasha Petraske and Sam Ross were duly inspired to create their now-famous cocktail of the exact same name.

The resulting Paper Plane was then handed off to colleague Toby Maloney for his new bar, The Violet Hour, before becoming a menu item back at Petraske and Ross's bar, Milk and Honey. The lofty mix of Luxardo Aperitivo, Amaro Nonino, bourbon and fresh lemon juice quickly became a hit among bar patrons in New York — and soon took off to become a globally regarded variation of its predecessor, the Last Word.

Ingredients

- $\frac{3}{4}$ oz. Luxardo Aperitivo
- $\frac{3}{4}$ oz. Luxardo Amaro
- $\frac{3}{4}$ oz. Bourbon whiskey
- $\frac{3}{4}$ oz. lemon juice

Lemon twist for garnish



Directions

Step 1

Add Luxardo Aperitivo, Luxardo Amaro, bourbon whiskey, and freshly squeezed lemon juice into a shaker with ice. Shake until chilled.

Step 2

Strain mixture into a chilled coupe glass.

Step 3

Garnish the finished cocktail with a lemon twist, and serve.



Era Of Origin

2010s

MEZCAL LAST WORD

A modern, Mezcal spin on the Prohibition-era cocktail with a lot to say.

Swapping gin for a smoky, agave-based Mezcal gives the Closing Argument the strong personality it needs to make its point — with our herbal Maraschino Liqueur, freshly squeezed lime juice, and sweet green chartreuse rounding out the case.

The Last Word's beginnings at the Detroit Athletic Club sparked a never-ending conversation that shaped bar culture for an entire century — with notable points made by the Mezcal-based variation of the cocktail in the 2010s.

The Mezcal Last Word — also known as the Closing Argument — keeps ingredients fairly consistent with the original Last Word, but changes the inclusion of a bold and floral gin to an even bolder Mezcal of your choice. It raises the question of just how many gin-based cocktails are made more unique by the substitution of Mezcal... but that's all we'll say about that for now.

Ingredients

$\frac{3}{4}$ oz. Luxardo Maraschino Originale Liqueur
 $\frac{3}{4}$ oz. mezcal
 $\frac{3}{4}$ oz. green Chartreuse
 $\frac{3}{4}$ oz. lime juice

Flaky sea salt or kosher salt rim
Lime wedges for garnish



Directions

Step 1
Add Luxardo Maraschino Originale, Mezcal, green Chartreuse, and fresh lime juice to a shaker with ice. Shake until chilled.

Step 2
Strain mixture into a chilled coupe glass.

Step 3
Garnish the finished cocktail with a lime wedge, and serve.



Year Of Origin
2016

BIANCO NEGRONI

A refreshing twist on the classic Negroni:
light, citrusy, and intriguingly clear.

The Bianco Negroni hits the same notes as the original cocktail, but offers a lighter, more nuanced twist — and signature clarity — thanks to its namesake liqueur, Luxardo Bitter Bianco. Refreshing and brilliantly balanced, with delicate aromatics and a bitter kick.

Every great cocktail starts with a twist. Legend has it that in 1919, Count Camillo Negroni wanted a stronger version of his favorite cocktail, the Americano. He instructed his friend, bartender Forso Scarselli, to strengthen it by swapping out the soda water for gin. And just like that, the Negroni arrived. Nearly a century later, the famously bitter red drink has reached a new peak in popularity, and has inspired countless twists and innovations. But we think we have a clear successor. In the spirit of the Count, we swapped out the red bitters for Bitter Bianco, a Luxardo liqueur with bitter, botanical flavors and an intriguingly clear hue — and with that simple twist, the Bianco Negroni was born.

The original recipe for Bitter Bianco dates to the time of Count Negroni, but was lost when the Luxardo distillery was destroyed in bombings during World War II. In the 2010s, Bitter Bianco was rediscovered in an old family recipe book and distilled again for the first time in six decades — just in time for the great Negroni revival.

Ingredients

1 oz. Luxardo Bitter Bianco
1 oz. Luxardo London Dry Gin
1 oz. dry vermouth

Grapefruit twist for garnish



Directions

Step 1

Fill a beaker with ice. Add all ingredients except garnish to beaker and lightly stir.

Step 2

Strain into a chilled old-fashioned glass and garnish with a grapefruit twist.



Year Of Origin
2016

BITTER BIANCO SPRITZ

Botanical, bubbly and bright, this clear Italian aperitivo is perfect for sunny, summer sipping.

Drier, lighter, and more botanical than most amari, Luxardo Bitter Bianco creates a classically Italian Spritz that is less syrupy and more flavorful than the traditional orange aperitivo.

The Bitter Bianco Spritz is a celebration of rediscovered classics. It combines two heirlooms that until 2018 were largely overlooked or forgotten to history: the Spritz and Luxardo Bitter Bianco. For centuries, Italians have enjoyed a Spritz at happy hour. More a format than a cocktail, a Spritz combines sparkling water and/or wine with light Italian liqueurs.

The summer of 2018 was perhaps the summer of the Spritz, but it was also the year that Luxardo Bitter Bianco truly arrived on the American cocktail scene. The recipe for this clear Italian liqueur dates back to the early 1900s — the heyday of the Spritz — but when the original Luxardo distillery was destroyed during World War II, it was thought that the recipe was lost for good. Over six decades later, the family's handwritten recipe book resurfaced, and the Bitter Bianco was reborn — giving us all a lighter, brighter, and clearly classic way to Spritz.

Ingredients

2 oz. Luxardo Bitter Bianco
3 oz. Prosecco
1 oz. club soda

Orange slice or orange twist for garnish



Directions

Step 1
Fill a balloon glass with ice.

Step 2
Pour in the Luxardo Bitter Bianco, then the Prosecco.

Step 3
Top with a splash of club soda and garnish with an orange slice or orange twist.



Year Of Origin
2019

SOUR CHERRY GIN & TONIC

How a “medicinal” cocktail went from
“Better-For-You” to just... better.

For the connoisseur of classics, the sour, fruity aroma of marasca cherries mixed with intense notes of juniper are highlighted by the addition of freshly squeezed lime juice — and add a pleasantly tangy aftertaste to the standard Gin and Tonic.

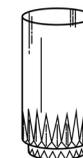
In the late 18th and early 19th centuries, British soldiers colonizing East India dealt with constant outbreaks of malaria, which was par for the course in the tropical landscape. To solve this, they took a page out of Scottish doctor George Cleghorn’s medical journal, which claimed that tonic water — and it’s main ingredient, quinine — could alleviate the symptoms of malaria. But after a few sips of the plain, bitter tonic water they had on hand, the soldiers decided that recovery could be a bit less horrible... and a few added parts of rationed gin, sugar, lime juice, and water later, the Gin and Tonic was born.

Today, the Gin and Tonic has moved past its “medicinal” origins (perhaps made easier by the revelation that it didn’t actually cure anything) and is now an easy cocktail that comes standard at virtually every bar you visit. Its simplicity in ingredients truly lends itself to innovation, both at the bar and at your bar cart — and our 2019 version of the Sour Cherry Gin and Tonic stands as proof, among thousands of others.

Ingredients

2 oz. Luxardo Sour Cherry Gin
4 oz. tonic water

Lime wheel for garnish



Directions

Step 1
Pour Luxardo Sour Cherry Gin into a highball glass, with ice. Top with tonic water.

Step 2
Garnish with lime wheel and serve.



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