

# CIPRIANI



Wednesday, September 3, 2025

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## STRENGTHS

- Original Bellini, Original Recipe
  - Fresh Peach Puree, Sparkling
  - Visual Impact Of The Packaging
    - Resalable Bottle
    - Italian Style Iconic Cocktail
  - Low And Well Balanced Alcoholic Content, 5.5%
    - Naturally Gluten Free
- Gently Shake It Before Serving To Mix The Fresh Peach Puree



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VENEZIA ITALY

## THE ORIGINAL BELLINI



**STORY = 1948, Venice.** The war has just ended. In the streets, in the air, the tension of the years of oppression can still be felt and the newfound freedom is welcomed as a daily celebration. At that time, **Giuseppe Cipriani** was in his **Harry's Bar**, a place that was already famous and celebrated, even though it had only opened its doors fifteen years earlier. There, he had an intuition. To dedicate a cocktail to peace, and to do so, by creating a drink on the notes of the sweet, fresh flavor of the peach, whose pulp becomes the main ingredient. As chance would have it, an anthological exhibition dedicated to **Giovanni Bellini**, the famous Renaissance painter, also known as Giambellion, was being held at the Doge's Palace in St Mark's Square. And in the colours and spirit of those paintings, **Giuseppe Cipriani** almost saw an assonance with the chromatic texture and the idea behind the cocktail. And so, the two works became one and the most famous aperitif of the century was born.

### **The Bellini.**

**A simple symbol of freedom, Italian art and hospitality.**

**PRODUCT DESCRIPTION** = A wine and white peach (20%) based cocktail.

**ORIGINS** = The world's famous cocktail consists of white peach juice and brut sparkling wine. It was invented in 1948 by Giuseppe Cipriani of Harry's Bar in Venice and is served in every Cipriani location around the world.

**COLOUR** = The cocktail has a pleasant nuance which recalls the shades of delicate white peaches.

**BOUQUET** = Its elegant and embracing bouquet astonishes for its freshness which exalts its fruity notes.

**TASTE** = It evokes the sweetness of peaches embellished with fragrant bubbles.

**MATCHES WITH** = Perfect anytime, can be best enjoyed as an aperitif.

**SERVING TEMPERATURE** = 4 – 5 Degrees C.

Cipriani Bellini 5.5% Alc