RATAFIA ROSSI
RR
L'LIQUORE DEI NOTAI

SIMONE ROSSI

Founder of Ratafia Rossi

Simone Rossi is a renowned Italian bartender and founder of Ratafia Rossi.

Born and raised in Grosseto, a small city in the southern part of Tuscany region in Italy, Simone spent the last 12 years working alongside some of the best names in the bar industry as well as some of the best places in London and Hong Kong where is now located. With his deep roots in Italy and a passion and dedication on learning more about the craft and ingredient, he had a simple goal of wanting to bring awareness to Italian classic craft. By chance, he discovered a family run distillery that was founded in Piedmont, Asti in 1957. It was there that he discovered Ratafia, a forgotten and understated spirit made with wine, alcohol and cherries dating back to 1500. This is when his passion for the Ratafia project began. His goal was to design a Ratafia that recalls the Italian classic tradition of how Ratafia was made in its most authentic form, thereby creating something that elevates and modernise into a modern Aperitivo or easier to translate as an Aperitif Cherry Wine. Traditionally, a Ratafia can be enjoyed on its own or as a perfect mixer to cocktails, and helps to elevate and compliment other ingredients and spirit. Working with Panglossian studio for the branding and creative direction for an elegant and classy yet modern label, he hopes to bring across the message that Ratafia Rossi must be **#ENJOYASYOULIKE.**

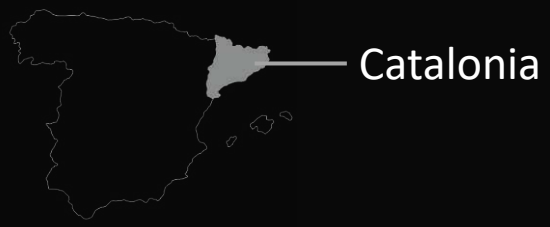
HISTORY OF RATAFIA

The term ratafia, locally also called ratafià or rataffia, indicates any type of liqueur made up of an infusion based on fruit or fruit juices and alcohol. Usually, the best known ratafia is based on sour cherries or cherries. The origin goes back to the Piedmont region dated back around 1600, first created by the Cistercian friars who spread it throughout Italy and especially in Abruzzo.

There are two ways to produce ratafia: either starting from a wine base (in Piedmont for example Barbera d'Asti is used while in Abruzzo , the red Montepulciano d'Abruzzo is used), or by creating an infusion of fruit, herbs and spices in pure alcohol.
The Ratafia spread enormously for use in propitiatory or sealing rites for the successful outcome of commercial transactions or signing of agreements. Known as the liqueur of the notaries who concluded the stipulations with the phrase "ut rata fiat," which means the deed be ratified.

When the word given was worth more than a thousand contracts, the intense red colour of the Ratafià symbolized the blood pact between two people: a handshake and a toast with a glass of "Morlacco blood" special name given to it by the great poet and writer Gabriele D ' Annunzio.

RATAFIA AROUND THE WORLD

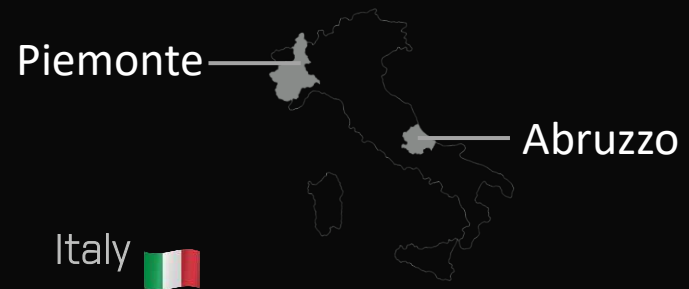


Spain

Catalan Ratafia is also a liqueur, but in **Catalonia**, green (unripe) walnuts are the key ingredient, along with sugar and a variety of flavourings which must always include lemon verbena, cinnamon, cloves and nutmeg, is added first or afterwards., as are Mediterranean herbs such as sage, rosemary and mint, but “the exact botanicals are a well-guarded secret,”
To use the term Ratafia Catalana, the drink must be macerated for a minimum of three months, barrel aged for the same amount of time and be 24–30% abv. But given the trendiness of lower-alcohol drinks, some producers are bucking that requirement and making versions with alcohol levels as low as 16% abv

France

Ratafia de **Champagne** is a *vin de liqueur*, or sweet fortified wine.It is made with the same grapes as Champagne. It is an amber-colored, pleasantly sweet drink with honey-like, floral, and ripe fruit notes. It has a warming, long-lasting finish. Ratafia de champagne is a drink that grew out of convenience. It was originally made by winemakers who would preserve grape must (left from Champagne production).
A PGI since 2015, it must be made with the last pressing of Pinot Noir , Chardonnay or Pinot Munier, and then fortified by adding grape-based brandy to the must (Mistelle) and the resulting drink is usually kept in oak.



Italy

In Italy, ratafia is a syrupy liqueur traditionally flavoured with local sour cherries. It can be made with wine or alcohol as a base.
To make Ratafia, in Piedmont, the fruit is mixed with wine such as Barbera d’Asti or alcohol while in Abruzzo is made with Montepulciano d’Abruzzo wine along with sugar and a neutral spirit to bring the mixture to 20–30% alcohol by volume (abv)
Ratafia is characterized by different variations from North to South, with different ingredients according to popular recipes
There are no rules and regulations that are protecting the making process of Ratafia

This liqueur can be found in many of the regions and countries in the Mediterranean zone, Italy, France and of course, Spain. In most of the countries where you can find this drink, the names tend to be rather similar: ratafià, ratafia, rataffia, retacía. The widely held belief is that this name derives from the expression in Latin 'rata fiat'

BRAND IDENTITY

The concept

Futurism inspired

The design process started with a comprehensive research on futurism movement.

All the fields of Futurism applicationwere studied deeply, with a particular attention on the graphics, art and wording.

Font Choice

INDUSTRY [**Black, Bold, Demi,** book, light]

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z

Industry fonts is a versatile sans serif typeface that has been formed by technical and geometric styles, stand as a sturdy and impressive typeface that reminds the Futurism movement

The simbol

The stars elements takes ispiration from the Grosseto city walls (1) (The native city of the founder of Ratafia Rossi, Simone Rossi) and the Hong Kong iconic star ferry symbol (2) (The dotted star), where Simone ideated Ratafia Rossi.

BRAND IDENTITY

Logo Design

The double R reminds the repetition of the letters and the free expression in the graphic (that's the one R is mirrored) typical of the Futurism.

Label Design

Strong, minimalistc and high recognizable, the front and back labels see the R letter as protagonist. Info are displayed on a podium, graphically given a strong base to the R

The box

Strong, minimalistic and high recognisable box. The overall design summarise the brand identity or Ratafia Rossi la rossa

RATAFIA ROSSI “La Rossa”

Ratafia Rossi’s produced in the heart of Italy’s historic aperitivo region, Piedmont , revives the old tradition of making Italian Ratafia whilst striving to innovate and elevate this old classic.
The result is an outstanding aperitif cherry wine that combines Fortified Barbera d’Asti DOCG with fruit infused Italian brandy of 3 & 10 years old.

“La Rossa” in Italian means red, and this is reflected in Ratafia Rossi La Rossa, as it offers an intense and bright red colour. Delicate and elegant on the nose, whilst the palate is rich and delivers an acute aroma of red fruits with a citrusy finish, giving that distinctive aperitif and digestive characteristic.

Best served chilled at 12 degrees, can be enjoyed on its own, on the rocks or mixed with soda or tonic water. 18% Vol

Ratafia Rossi La Rossa is a revival of the Italian Classic Ratafia. Most important

#ENJOYASYOULIKE

INGREDIENTS

Barbera d'Asti DOCG
is the soul in Ratafia Rossi la rossa. The taste of Barbera has notes of strawberry and sour cherry: flavours synonymous with light-bodied wines. Light tannin and high acidity make it taste 'Juicy'.

Italian Brandy blend of 3 and 10 years is added to fortified Ratafia Rossi la rossa giving to the liquid a strong, dry taste with a complex character containing notes of coffee beans, cinnamon, honey and spices.

Cherries are the main flavour in Ratafia Rossi la rossa which keeps alive the traditional flavour profile of the classic Italian ratafia , giving a rich and enveloping taste, typical of the body of cherries but very round on the palate.

Chinotto is our secret weapon the most underrated member of the orange family. Its peels are used In Ratafia Rossi la rossa, giving an explosion of bittersweet and aromatic flair with a long and citrus finish That distinguish Ratafia Rossi la rossa as a modern aperitivo.

Figs In Ratafia Rossi "la rossa" are giving texture sweetness and nutty taste. Giving a subtle note of honey and berries.

Dates In search of sweetener element aka "Caramel" Ratafia Rossi la rossa uses dates instead, To provide that caramel ,butterscotch and cinnamon feels that perfectly blends with Barbera d'Asti DOCG

RATAFIA ROSSI
la rossa
RATAFIA
ROSSI
THE CURIOUS
BARTENDER'S GUIDE TO
MALT, BOURBON & RYE
WHISKIES
TRISTAN
STEPHENSON

How it's made I

HOW IT'S MADE

Fresh cherries, dried figs, dried dates and chinotti are individually hand-selected

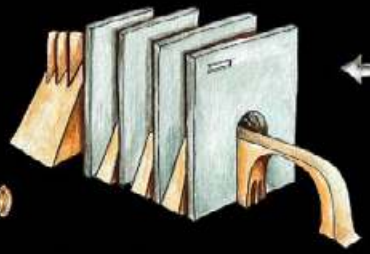
Separate infusion in a hydroalcoholic solution made from sugar beets alcohol (30% vol.) for min. 30 days at room temperature

Separation of solids, obtaining 4 individual alcohol extracts

Barbera d'Asti wine, 3- and 10-year-old Italian brandy

Blend all ingredients together: wine, alcohol extract and brandy

Cooling the solution from room temperature to -9°c



Filtration of the liquid near the temperature of 0°c with flour filters

Bottle filling and labeling

Artwork by Alvin c.k. Lam

PERFECT SERVE

Perfect Serve Straight Up

80ml Ratafia Rossi la rossa
Pour into a dessert wine glass

Perfect Serve On The Rocks

60ml Ratafia Rossi la rossa
Buiild into a rock glass
Garnish: Cherry

COCKTAILS

Rossino.

60ml Ratafia Rossi la rossa
Top up with your favorite mixer
We recommend:
soda water , tonic water or grapefruit Soda
Build into a glass
Garnish: Lime Wedge

Tutti i frutti

60ml Ratafia Rossi la rossa
Pour Ratafia Rossi la rossa in a tall glass
full of ice Layer in the cut fruits and give a
gentle stir. Top up with Sprite or Lemonade
Mix of any cut fruits, we recommend, cucumber, lime, orange and Lemon
Garnish: Mint spring

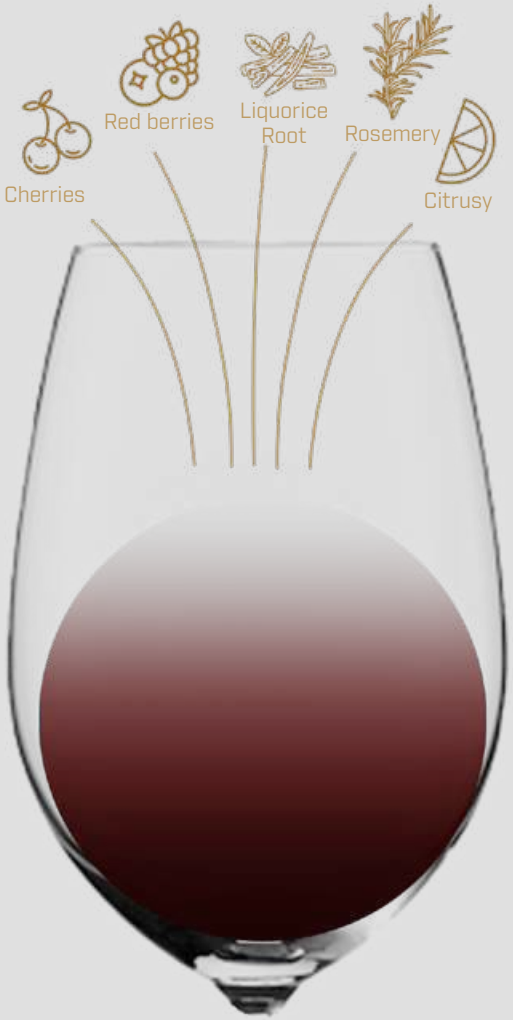
Ratafia Spritz

60ml Ratafia Rossi la rossa
25ml Soda Water
100ml Prosecco
Pour Ratafia Rossi la rossa in a wine glass full of ice.
Layer in the other ingredients and give a gentle stir
Garnish: Orange wedge

TASTING EXPERIENCE

Ratafia Rossi la rossa has a deep dark ruby red color. It has the rich, generous texture on the palate that good Barbera d'Asti DOCG offers. The nose has fresh and fragrant notes of cherries, red fruit, liquorice root and rosemary. While on the palate it has flavors of cherries, dried figs, dried dates, and citrus. It has that classic Italian balance of acidity and fruit that makes it very friendly.

Body	●●●●○
Acidity	●●●○○
Sweetness	●●●○○
Bitterness	●●●○○
Fruit	●●●●○



On the nose

On the palate

SPECIFICATIONS

Category: Aromatised Wine
Type: Aperitif Cherry Wine
Colour: Dark Ruby Red
Style: Aromatic and Tannic
Region: Asti, Piedmont

ALCOHOL CONTENT: 18% Vol **BOTTLE CONTENT:** 750ml

INGREDIENTS

Red Wine Barbera d'Asti DOCG, Italian Brandy 3 and 10 years old, Cherries, Dates, Figs, Chinotto

TASTING NOTES

A deep red hue from Red Wine Barbera d'Asti DOCG and fresh Cherries highlights its depth and character. The Cherry element blends perfectly with Figs and Dates. Finishes dry and complex with Chinotto peel backbone. Giving that distinctive aperitif and digestive characteristic.

SERVES

- On its Own or On the Rocks
- Perfect for Long Drinks and Spritzes
- Perfect for Sours and Stirred Cocktails

FOOD PAIRING

Perfect with Cheese, Foie gras, Fruit and any kind of dessert

#ENJOYASYOULIKE

TASTING EXPERIENCE

RATAFIA ROSSI “La Vecchia”

This exceptional aperitif cherry wine borns from Ratafia Rossi la rossa after being matured in a single Allier French oak barrel for a year, marking it as the first Italian Ratafia aged for such a duration.

La Vecchia in Italian stands for the old one and this is reflected in Ratafia Rossi la vecchia, Its character has been enhanced with the strength of old wood and time, along with additional spices.

It has developed a richer, nutty, and fruitier bouquet, boasting notes of cherry, honey, raisins, dark chocolate, and vanilla. While retaining its original palate, it has expanded in flavor and substance, delivering a burst of a deeper, bittersweet, aged experience.

Enjoy neat at 12°C. It also pairs perfectly with Manhattan and Negroni-style cocktails.
Complements exceptionally well: fine cheeses, foie gras, chocolate, and a variety of desserts

Most important

#ENJOYTILLITLASTS

The first Italian Ratafia to be aged in a single Allier French oak barrel for a year
It has developed a richer, nutty, and fruitier bouquet, boasting notes of cherry, honey, raisins, dark chocolate, and vanilla. While retaining its original palate, it has expanded in flavor and substance, delivering a burst of a deeper, bittersweet, aged experience.

Body	●●●●●
Acidity	●●●●○
Sweetness	●●●●○
Bitterness	●●●○○
Fruit	●●●●○

On the nose

On the palate

SPECIFICATIONS

Category: Aromatised Wine
Type: Aperitif Cherry Wine
Colour: Dark Ruby Red
Style: Barrel Aged, Aromatic and Tannic
Region: Asti, Piedmont

ALCOHOL CONTENT: 18% Vol **BOTTLE CONTENT:** 500ml

INGREDIENTS

Red Wine Barbera d'Asti DOCG Italian Brandy 3 and 10 years old, Cherries, Dates, Figs, Chinotto

TASTING NOTES

Its character has been enhanced with the strength of old wood and time, along with additional spices. It has developed a richer, nutty, and fruitier bouquet, boasting notes of cherry, honey, raisins, dark chocolate, and vanilla. While retaining its original palate, it has expanded in flavor and substance, delivering a burst of a deeper, bittersweet, aged experience.

SERVES

- On its Own neat 12°C
- Perfect for Negroni and Manhattan Style Cocktails

FOOD PAIRING

Perfect with Cheese, Foie gras, chocolate and variety of desserts

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MOST IMPORTANT

#ENJOYASYOULIKE

Please drink Ratafia Rossi responsibly

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