



**APEROL**<sup>®</sup>  
T E R R A Z Z A

**BROCHURE B2B**

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# TERRAZZA APEROL

In August 2021, in Venice's Campo Santo Stefano – halfway between Piazza San Marco and the Rialto Bridge – Terrazza Aperol was born.

Right from the beginning, it's well and truly been "the home of Aperol Spritz", but now it's so much more.

Terrazza Aperol, in fact, also aims to spread the ritual of the venetian aperitivo far and wide, alongside the culture and traditions of Venice and its people.



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## TERRAZZA APEROL'S POSITIONING IN VENICE

A historical Venetian palace in Campo Santo Stefano, only a stone's throw from the Accademia Bridge, is home to Terrazza Aperol. This is both a very touristy area as well as a place of deep authenticity, where Venetians still live and work today.

With its unique fusion of design and vibes, Terrazza Aperol is the perfect place to experience the true Aperol atmosphere and discover the aperitivo ritual – in good company and with a great soundtrack.

# APEROL®



Aperol was born in 1919.

Originally, it was produced by Luigi and Silvio Barbieri's family-run business in **Padua**, a small town near Venice.

After the end of World War I, Aperol became popular amongst the **Italian youth**, but it wasn't until the end of World War II that Aperol Spritz reached its fame as the undisputed symbol of the **Italian aperitivo** – also thanks to the TV adverts that boosted its popularity. In **2003**, Aperol became part of **Campari Group**, which cemented its success across the Italian borders.

Aperol is a bitter aperitivo with vibrant orange hues, made with gentian, rhubarb, and quinine, amongst other ingredients. Its name originates from the Italian slang word "apero", which simply means "aperitivo".



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## AND VENICE

The **Aperol Spritz** ritual is deeply rooted in Venice's culture, and it's also linked to the tradition of **drinking** an aperitivo whilst eating **cicchetti** amongst **friends**.

What we know now as the Aperol Spritz ritual originated in Venice's **Bacari** – typical Venetian bars serving aperitivo and cicchetti.

Synonymous with companionship and good times, this ritual has become incredibly successful and is now famous around the world.

# THE BOND WITH THE CITY

When asked about the most famous symbol of the city of Venice, most people would undoubtedly answer “the gondolas” – and, of course, the gondolieri. Therefore, to celebrate its opening, Terrazza Aperol offered both citizens and visitors a series of day trips to discover some of the most ancient squeri of the city.

These were the original places where gondolas were built and maintained, and some of them still exist today. These trips were such a success that Terrazza Aperol decided to organise them again to celebrate its first birthday.

In partnership with Associazione dei Gondolieri, we also created a gondolier-style t-shirt featuring the Aperol logo and white and

orange stripes, as well as a city guide edited by lineadacqua and packed with tales, anecdotes, and itineraries suggested by some expert gondoliers.

The building that houses Terrazza Aperol is a treasure trove of Venetian style and details, including the recycled bricole floor (wooden poles placed across the waters of the lagoon to indicate the streets), the lamps and wall tiles made from Murano’s glass, and the novelty objects such as napkin and cutlery holders – all made from recycled briccole.





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# APEROL SPRITZ PERFECT SERVE



Aperol Spritz stands out for its simplicity of preparation:



**Fill the glass  
with ice**



**3** **Parts**  
**of Prosecco**  
**(9cl)**



Aperol Spritz is a cocktail officially recognised by IBA (International Bartenders Association).



Its key features are:

- Its unmistakeable orange colour
- Its bittersweet taste
- Its lightness

Aperol Spritz is the perfect symbol of the quintessential Italian lifestyle.



**3** Parts  
of Aperol  
(6cl)



**1** Splash  
of Soda  
(3cl)



Orange  
slice

# OUR PROPOSAL

## THE APERITIVO

As tradition demands, the Venetian aperitivo is always accompanied by cicchetti, which change seasonally and include the more classic meatballs, tramezzini, but also more innovative offerings.

## THE RESTAURANT

Terrazza Aperol's proposal, always linked to the Venetian tradition, brings to the table not only the classic cicchetti, but also a complete menu from appetizers to desserts, passing through sharing proposals such as focacce, schiacciate and the typical mozzarelline in carrozza.

The menu, as well as the cicchetti, is seasonal, to respect the seasons of each raw material and to allow our customers to always try new things.

## THE COCKTAILS

Terrazza Aperol features an extensive cocktail list: starting with the most classic options, such as the Negroni, the world's best-selling cocktail, to authentic creations by our bartenders.







# OUR PEOPLE

A professional but not “stiff” style and young and smiling staff: these are the most striking traits of Terrazza Aperol, which also represents the overall mood of the location – in perfect Aperol style. Feel free to ask for Luca, our Store Manager and the face of Terrazza Aperol!









# OUR SPACES

At Terrazza Aperol, we have created different spaces depending on the type of experience that our guests are seeking. For example, our bacaro and our bar counter are ideal for a snappy, Venetian-style aperitivo. On the other hand, the outdoor area and the indoor lounge are the perfect spots to sit down and relax whilst enjoying an aperitivo, brunch, lunch, or dinner.

## OUTDOOR AREA

The outdoor area is the heart of Terrazza Aperol. You can pop here at any time of the day and take in the stunning view of Campo Santo Stefano whilst toasting with your friends and loved ones!







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## BAR AREA

Our bar area is comfy and stylish – the right place to share a moment of fun and companionship with your friends. Why not ask our staff to suggest the best dishes off the daily menu? You won't be disappointed!





# SOCIAL ROOM

The Social Room stands out as a space dedicated to conviviality, quintessential to the brand: a multifunctional place that connects people and enhances the pleasure of being together.

The area is decorated with traditional wallpaper and two experiential green-walls enhanced with backlit logos, perfect for selfies with your friends!





# BACARO AREA

The Bacaro area is a clearly identified space where the display of cicchetti takes center stage. An artwork developed in collaboration with the Venice Academy of Fine Arts plays a crucial role in the room: an illustration that unites Aperol and the city.



# OUR EXPERIENCES

At Terrazza Aperol, we offer truly immersive experiences that allow you to get to know the brand, its history, and its territory, as well as discover all the contemporary rituals linked to it.

Our choice of experiences includes incredible activities at truly breathtaking places where you'll be invited to enjoy an authentic Italian aperitivo.

01. Bragozzo & Squeri

02. Aperol Masterclass

03. Food Masterclass

04. Additional Services



# 01

## BRAGOZZO

The tour aboard the Bragozzo will accompany you on an exciting exploration of some hidden gems in and around Venice.

You can choose between a traditional aperitivo with Aperol Spritz and cicchetti, or a delicious lunch or dinner.

Maximum capacity: 12 people.



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## SQUERI

We can arrange for you a guided tour of the Squero San Trovaso, about a 10-minute walk from Terrazza Aperol.

The Squero is the shipyard for the construction, maintenance and salvage of typical lagoon boats of all sizes, both rowing and sailing. There are only six squeri remaining active to date.



# 02

## APEROL MASTERCLASS

We will organize for you a magical experience in which you can discover the history of the Aperol brand and the Aperol Spritz.

By participating you will be able to:

- Discover the recipe for the Aperol Spritz
- Discover the history of the aperitivo in Venice
- Prepare an Aperol Spritz under the supervision of our staff and challenge each other to who can prepare it perfectly
- Taste an aperitivo with Aperol Spritz accompanied by Venetian cicchetti

Depending on the number of participants, the masterclass may be held in our Social Room or on our dehors.





# FOOD MASTERCLASS

Would you like to immerse yourself in Venetian culinary culture with us?

Our food masterclass is the perfect experience! By participating you will be able to:

- Discover the history of Venetian cicchetti
- Find out when and how they are enjoyed
- Discover the typical recipes of Venice
- Prepare cicchetti or typical Venetian dishes with your own hands with the help of our chefs
- Imparare a gustarli durante un perfetto aperitivo con Aperol Spritz
- Learn how to enjoy them during a perfect aperitivo with Aperol Spritz



# 03

# 04

## EVENTS IN TERRAZZA

Do you want to organize an exclusive event where Terrazza Aperol will be entirely reserved for you? No problem!

We can find together the best solution for your event, prepare ad hoc menus and cocktail lists and much more!





# CATERING

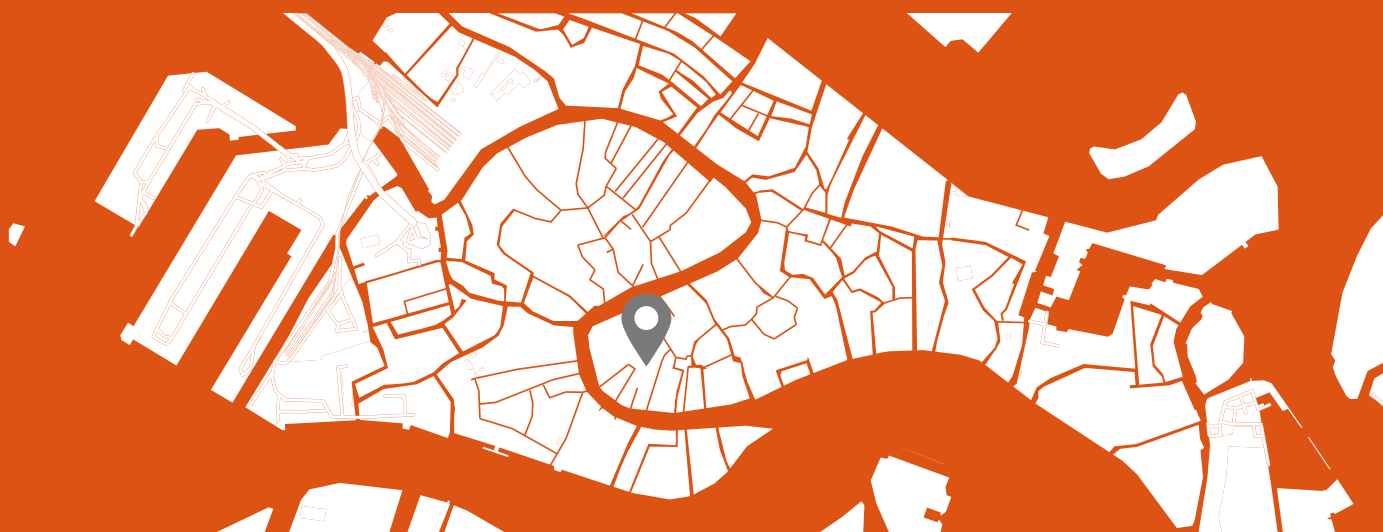
Terrazza Aperol is ready to bring the unmistakable Venetian aperitivo experience directly to your event. We offer bespoke catering services, with Aperol Spritz, dedicated cocktail lists and a wide selection of cicchetti.

Whether it is a private or corporate event, we make every moment special and unforgettable with the unique taste of Venice and the conviviality and professionalism typical of Terrazza Aperol.



# 05

# CONTACTS



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