



PRESS RELEASE

SELECT 'PAINTS' RED *THE VENICE GLASS WEEK* WITH THE AUTHENTIC VENETIAN SPRITZ. THE APERITIF, CREATED IN VENICE IN 1920, SPONSORS THE 7TH EDITION OF THE INTERNATIONAL GLASS ART FESTIVAL (9-17 SEPTEMBER).

A series of events designed by Select are scheduled to celebrate the glassmaking art in Venice, from the fascinating process of glass blowing in "The Floating Furnace" to the Closing Weekend Party at Ca' Select

Venice, 6 September 2023 - **Select** celebrates the centuries-old art of glassmaking in Venice during **The Venice Glass Week**. The aperitif, created in Venice in 1920, will be the official sponsor of the seventh edition of the international glass art Festival, scheduled **from the 9th to the 17th of September** in Venice, Murano and Mestre. On this occasion, Select will feature prominently with a series of events dedicated to the combination between glass art and the authentic Venetian Spritz: the opening party (8 September in Palazzo Franchetti, invited guests only), the drinks parties in historic bars all over town, then the long-awaited return of **The Floating Furnace**, an achievement supported by Select. The iconic floating furnace will host live performances (free of charge and open to the public) by master glassmakers from Murano and students from the Scuola del Vetro Abate Zanetti, thus transporting the art of glass-blowing outside the furnaces on the island. The start date is the 9th of September (6 – 10 pm), with a public demonstration against the charming backdrop of Campo dell'Erbaria in the district of San Polo, near Rialto: visitors will also enjoy a real Select Spritz Experience in the Ancòra Venezia bar.

"The glassmaking art and the authentic Venetian Spritz – prepared with Select, of course – are two symbols of the lagoon city – says Gianluca Monaco, Marketing & New Business Director at Gruppo Montenegro -. Sponsoring The Venice Glass Week, therefore, is a natural step towards harnessing both these outstanding elements that make Venice unique and renowned worldwide. To further strengthen this objective, we will be hosting the closing party of the event at Ca' Select, inaugurated in May this year to celebrate the long-standing relationship that has connected the brand with its city of origin for more than a century".

CA' SELECT, THE HOME OF SELECT APERITIVO, HOSTS THE LARGE-SCALE CLOSING EVENT OF THE VENICE GLASS WEEK

An experiential venue, a multi-functional site dedicated to the brand that hosts the production process and is able to offer a full-immersion experience into the most authentic spirit of Venice. It is also an open door onto the world to promote culture and crafts from Venice, starting from its valuable architectural elements. All this is **Ca' Select**, the home of Select Aperitivo, a product of the architectural recovery of a decommissioned industrial workshop in the district of Cannaregio (approximately 700 m²). A multisensorial narration venue, covering four areas: the bar-mixology area for live tasting of the original Venetian Spritz Veneziano; the events area, dedicated to culture and socialising; the production area, where the herbs and spices that characterise the Select recipe are dried; an exhibition pathway where an original and authentic Venice is displayed. During the *Closing Weekend Party at The Venice Glass Week* (limited admission, by invitation only) it will be possible to discover the area, as well as to taste Venetian Spritz-based drinks and nips.

For info: www.selectaperitivo.it – www.theveniceglassweek.com
#SelectSpritz #SelectAperitivo #SelectVenezia #SpritzVeneziano

EVENTS DESIGNED BY SELECT SCHEDULED DURING THE VENICE GLASS WEEK

- **OPENING PARTY OF THE VENICE GLASS WEEK IN PALAZZO FRANCHETTI – Friday 8 September, from 6 pm (limited admission, by invitation only)** *Select Spritz-based drinks and nips.*
- **THE FLOATING FURNACE BY SELECT - Saturday 9 September, from 6 to 10 pm (performance free of charge and open to the public):** *live glass-blowing by master glassmakers from Murano and students from the Scuola del Vetro Abate Zanetti in Murano, with Select Spritz tastings at Ancòra Venezia.*
- **AWAED-GIVING CEREMONY - Thursday 14 September, from 5 to 8 pm (limited admission, by invitation only):** *official award-giving of The Venice Glass Week 2023, with Select Spritz-based drinks and nips.*
- **CLOSING WEEKEND PARTY OF THE VENICE GLASS WEEK AT CA' SELECT – Friday 15 September, from 7 pm (limited admission, by invitation only)** *with Select Spritz-based drinks and nips.*

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SELECT APERITIVO

Select was first produced in 1920, in the Castello *sestiere*, a district in the old town of Venice, from the outstanding experience in quality spirits of the distillery Fratelli Pilla & C. it is an aperitif with a complex formula consisting of 30 aromatic herbs, skilfully processed following a long and complex procedure, in compliance with the original recipe dating to the 1920s. It is worth mentioning in particular the rhubarb roots which give it a strong bitter note and the juniper berries, macerated and fermented in purity following an artisan process. This gives Select its specific structure and persistence, making it especially suitable for mixing. Its stylish aromatic profile and balanced sweet-dry taste make Select an irreplaceable ingredient for the authentic Spritz from Venice: a unique taste experience, with more stylish and strength. The Select Spritz recipe is traditionally completed by a large green olive. The Select brand has been part of Gruppo Montenegro since 1988.

Find out more on: www.selectaperitivo.it

GRUPPO MONTENEGRO

Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information about the company, please visit <http://www.gruppomontenegro.com/>