



Press release

## AMARO MONTENEGRO CELEBRATES FRIENDSHIP IN A NEW CAMPAIGN FEATURING FRANCESCO TOTTI AND LUCIANO SPALLETTI

**ON THE OCCASION OF THE BRAND'S 140TH ANNIVERSARY, THE NEW CAMPAIGN TELLS A "MODERN DUEL" WITH A WESTERN TWIST — ENDING WITH A TOAST TO GENUINE FRIENDSHIP**

*Milan, 28 October 2025* — Founded in Bologna in 1885, **Amaro Montenegro** celebrates its **140th anniversary** with a new campaign dedicated to authentic relationships — those with a "True Taste." Friendship, always at the heart of the brand's communication, once again takes center stage in the **new spot, on air from 27 October**.

Making this communication project even more special are **Francesco Totti and Luciano Spalletti**, who embody a friendship rekindled after a period of misunderstandings that captured Italy's attention. Having both expressed the wish to reconnect and celebrate the emotions they once shared, Amaro Montenegro seized this unique opportunity to close that chapter and **tell a story of friendship through an ironic "modern duel."**

Alongside the historic payoff "*Sapore Vero*" (True Taste) and the iconic sound logo — rearranged for the occasion with a Western flair — the new campaign line "**Where There Is Friendship**" debuts, reaffirming Amaro Montenegro's communication territory: authentic, unfiltered friendship.

"With this new project launched to mark Amaro Montenegro's 140th anniversary," **explains Alessandro Soleschi, Chief Marketing Officer Spirits at Gruppo Montenegro**, "we celebrate the values that have always defined our brand: friendship and authenticity. We do so by sealing the first official reunion between Totti and Spalletti — two old friends who meet again at a bar counter for a toast with True Taste."

"To celebrate such an important anniversary," adds **Leonardo Guerra Seràgnoli, who developed the creative concept and directed and produced the film**, "we chose to tell Amaro Montenegro's essence from a new perspective. In the past, we've shown friendship achieving the impossible; this time, we wanted to explore its strength in **reconciliation**, even after misunderstandings."

**The spot** — conceived by Leonardo Guerra Seràgnoli and Vincenzo Vigo, CEO of Mosquito and communication consultant for Gruppo Montenegro, in collaboration with LGS SportLab and featuring the voice of Filippo Timi — reinterprets the Western genre in an urban setting. The "modern duel" unfolds through the streets of Rome with a cinematic visual style. The key moment comes at the bar counter: tension melts away in the question "*Neat or on the rocks?*" — a simple gesture, the toast, becomes the perfect symbol of a friendship rediscovered through Amaro Montenegro's authentic taste.

The campaign — in 60", 30", and 15" formats — will be visible on TV, cinema, major digital and sports platforms, and Digital Out Of Home circuits across Milan, Rome, and Naples starting 27 October.

**Media relations Gruppo Montenegro | INC – Istituto Nazionale per la Comunicazione**

Viviana Laudani 345 5637681 | [v.laudani@inc-comunicazione.it](mailto:v.laudani@inc-comunicazione.it)

Claudia Cantonetti 348 6347632 | [c.cantonetti@inc-comunicazione.it](mailto:c.cantonetti@inc-comunicazione.it)



## **Credits**

### **Client: Gruppo Montenegro**

Chief Marketing Officer Spirits: Alessandro Soleschi

Head of Marketing Core Brands: Daniele De Angelis

Global Brand Manager Amaro Montenegro: Camilla Menarini

### **Creative Direction: Leonardo Guerra Seràgnoli, Vincenzo Vigo**

### **Talent Selection and Management: LGS SportLab**

Creative Direction Support: Lorenza Guerra Seràgnoli

Account Management: Giorgia Novelli

### **Production Company: Cinedora**

Director: Leonardo Guerra Seràgnoli

Director of Photography: Daria D'Antonio

Executive Producers: Francesca Andreoli, Leonardo Guerra Seràgnoli

Producer: Cinzia Grossi

Assistant Producer: Laura Ratchev

Head of Production: Dino Quagliano

Casting Director: Alessandro Loffredi

Costume Designer: Mariano Tufano

Set Designer: Vito Giuseppe Zito

Sound Engineer: Giampaolo Catanzaro

Digital Content: Luca Grafner, Oscar Grafner

Photographer: Fabrizio De Blasio

Editor: Marco Perez

Post-Production: Flat Parioli

Colorist: Andrea Orsini

Sound Design: Stefano Grosso

Sound Mix: Giancarlo Rutigliano

Original Music: Asaf Sagiv

Narrator / Voice Over: Filippo Timi

### **Digital: Armando Testa**

Digital Unit: Fabiano Pagliara, Jacopo Morini

Social Media Manager: Eleonora Valerisce

### **Media Planning (Offline & Online): Initiative**

## **AMARO MONTENEGRO**

Amaro Montenegro was founded in 1885 in Bologna by the young and enterprising herbalist Stanislao Cobiانchi, who named his creation after the princess of Montenegro, Elena, future Queen of Italy.

Today Amaro Montenegro is one of the spirits most favoured by Italians, thanks to its characteristics which have made it unique: a secret formula, true to the original, which includes 40 aromatic herbs, skilfully selected, extracted and mixed; a unique and inimitable bottle; a skilful production process, geared towards highest quality; a rich and complex organoleptic profile, with a pleasant sweet-dry balance, ideally suited to be tasted neat, with ice or as the ideal ingredient for traditional or modern cocktails.

Amaro Montenegro, real taste. Find out more on: [www.montenegro.it](http://www.montenegro.it)

## **GRUPPO MONTENEGRO**

Founded in 1885, Gruppo Montenegro is a leading Italian Spirits and Food 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, Brandy Vecchia Romagna,



Select Aperitivo, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari joined by premium international brands like Pampero, the rum that has always embodied Venezuela's untamed spirit. 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 <https://www.gruppomontenegro.com/>