Campari Group Grows Its Italian Aperitivo Spritz Range in Singapore

Description

default watermark

Singaporeâ??s love affair with the spritz is about to get a lot more colourful. Campari Group is expanding its Italian aperitivo line-up here, building on the familiar Aperol and Campari with four additional names to bring the range to six. Together they span a spread of flavour profiles, colours and styles, tapping into the regionâ??s growing appetite for lighter, more social ways to drink.

default watermark

The Italian aperitivo comes to Singapore. Photo: Campari Group

Sarti Rosa leads the charge

Leading the launch is Sarti Rosa, one of Europeâ??s fastest-rising aperitif brands. A vibrant pink aperitif from Bologna, Sarti has become a fixture of European summers with its fruit-forward notes of blood orange, mango and passion fruit. It is a fresh, approachable take on the modern spritz, and the sort of easy-drinking pour that photographs beautifully at golden hour, which never hurts in Singapore.

default watermark

Sarti Rosa, the pink aperitif leading the launch. Photo: Campari Group

A six-strong spritz line-up

With Sarti Rosa joining the fold, the Campari Group aperitivo range in Singapore now stretches across six names, each with its own character. There is the bittersweet, herbaceous Campari; the sunny,

orange-hued Aperol that first got Singapore hooked on the spritz; the artichoke-forward Cynar; the sparkling Mondoro; and Crodino, the alcohol-free aperitivo for anyone keeping things low-key.

default watermark

default watermark
APEROL
SPRITZ
APEROL
SPRITZ

The classic Aperol Spritz. Photo: Campari Group

The timing is no accident. As drinkers increasingly reach for lighter serves, lower-ABV options and more food-friendly ways to drink, the spritz has emerged as one of the fastest-growing cocktail categories globally, and a natural gateway into the wider aperitivo ritual of unwinding over a drink and a few snacks before dinner.

default watermark

default watermark
CAMPARI

A Campari Spritz. Photo: Campari Group

Spritz masterclasses in Singapore

Alongside the rollout, Campari Group is hosting a series of spritz masterclasses in Singapore led by brand ambassador Bystrik Uko, offering guests an introduction to the category and its signature serves. It is a hands-on way to learn the correct ratios, the right glassware and how to build each spritz at home.

Crodino, the alcohol-free aperitivo. Photo: Campari Group

Whether you are a die-hard Aperol fan or curious about that blush-pink Sarti Rosa everyone keeps posting, the expanded range means there is now a spritz for every palate and every occasion. For more evening ideas, see our guide to Great Nanyang After Dark on Craig Road, our roundup of 1-for-1 deals at Plate, Carlton City, and the newly opened Shared Table cafe in Bishan-Ang Mo Kio Park.

Please drink responsibly. Alcohol is not for sale to persons under the age of 18.

Date Created
17/09/2026
Author

meichua

default watermark