



Campari Group Grows Its Italian Aperitivo Spritz Range in Singapore

Description

Singapore'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 region's growing appetite for lighter, more social ways to drink.



The Italian aperitivo comes to Singapore. Photo: Campari Group

Sarti Rosa leads the charge

Leading the launch is Sarti Rosa, one of Europe'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.

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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.

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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.

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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.

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Author

meichua

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