

The Negroni Journey

Six drinks. One bitter lineage. 1860s to now.

1860s - MILAN

Americano | 80

Where it all began. Gaspare Campari's own creation: Campari and Cocchi Vermouth, lengthened with soda. The drink that made Milan fall in love with bitter.

1919 - FLORENCE

Negroni | 80

Count Camillo Negroni asked his bartender for more kick in his Americano. The soda was swapped for gin, and cocktail history was rewritten.

1972 - MILAN

Negroni Sbagliato | 80

Bar Basso's Mirko Stocchetto reached for the wrong bottle (prosecco instead of gin) and Milan had a new favourite "mistake."

NO ONE KNOWS WHEN

Oaxacan Negroni | 80

No one agrees who poured the first one, only that it worked. Swap the gin for smoky Oaxacan mezcal, and the Negroni gets a Mexican accent.

2024 - DUBAI

 The KIRA No Parlo Americano | 80

Our own signature. An incredible combination of thyme and rosemary flavors with Cocchi Vermouth and Campari, with the addition of blood orange soda. Refreshing and herbal.

2026 - DUBAI

 The KIRA Negroni | 80

Our own signature, closing the story: House yuzu peel-infused gin and Campari, finished with a touch of gum arabic for texture.

CAMPARI

Negroni
Week

All prices in AED, inclusive of 5% VAT & 7% Municipality Fees and exclusive of 10% Service Charge.