



## SF: It's Negroni Week: Here's Where to Celebrate

June 7, 2106

Katie Sweeney

Although the **Negroni** (a potent cocktail made with equal parts gin, **Campari**, and vermouth) was first crafted in Italy during the early 1900s and is named for its creator, Count Negroni—an Italian aristocrat who lived in Florence and preferred to order his Americanos with gin—the cocktail is loved and celebrated in San Francisco. In his book ***Drinking the Devil's Acre***, local mixologist and bar historian, **Duggan McDonnell** explains the city's love affair with the classic libation: “The Negroni is San Francisco's most-beloved cocktail import. In this case, the City, which usually plays the role of vanguardist, had the good sense to embrace something so wonderful and seemingly so very foreign. I have known native San Franciscans who have spent their lives, far into their winter years, always drinking Negronis, such is the love for and dedication to the drink. Throughout the region, from the coast of Mendocino down to the bay of Monterey, the Negroni is the most ubiquitous cocktail of historic origin. And it's tough going to get a bad one.” The Bay Area loves the Negroni so much that each year, the entire bar tending community comes together to throw a seven-day event called **Negroni Week**.

Where can you find the hautesst Negronis in town?

**Forgery's** V.O.C Negroni combines **Bols Genever** with **Carpano Antica**, fino sherry, and Campari-infused strawberries.

<http://hauteliving.com/2016/06/sf-its-negroni-week-heres-where-to-celebrate/614074/?market=miami>