



Florence launches the second edition “Florence Cocktail Week”.

May 1st-7th, 2017, an entire week dedicated to classical and contemporary mixology and to high quality, responsible cocktail culture.

Florence, April 10th, 2017. **Monday, May 1st through Sunday, May 7th marks the return of the 2nd edition of Florence Cocktail Week.** An entire week dedicated to mixology “made in Florence” idealized and organized by Paola Mencarelli and Lorenzo Nigro.

16 bartenders of historic cafés, iconic bars and the best hotels locally loved and rich in Florentine tradition are given free creative reign in their respective premises, each presenting a Signature Cocktail and a studied, ad hoc Cocktail List for the entire week, at a special price. Building on the success of the first edition, **the Tuscan capital reconfirms its place in 2017 as the center of international mixology.**

A detailed calendar reaching beyond the dim afterhours of the cocktail bar, rich in **Events, Tastings, Masterclasses, Seminars and encounters led by international and Italian experts in the field**, with a shared objective to increase awareness, valorize the figure of the bartender and promote knowledge of materials to an ever-curious and increasingly attentive public audience.

*“The new generation of bartenders take into consideration that an elementary understanding doesn’t cut it; **great experience is fundamental behind the bar**” explains Lorenzo Nigro, a young Florentine entrepreneur and creator of Florence Cocktail Week. **“A bartender’s impulsive, exceptional creations give life to this magical atmosphere that mixes warmth with discretion, the knowledge to speak with the knowledge to listen, the art of impeccable service and friendly gestures, all of which we can amount to the capacity to distinguish drinking as a vice from drinking as a pleasurable and cultural experience.”***

*“**Florence Cocktail Week, at the beginning, was a dream,**” adds Paola Mencarelli, founder and director of the manifestation together with Lorenzo Nigro **“I was inspired by the Cocktail Weeks of London and Paris. Mixology is a useful concept for the Italian market, a point of encounter and exchange for both passionate and professionals whom want to increase the knowledge and recognition of this trade. For this reason we aim to involve the public, to expand the culture of the world of cocktails while also improving its reputation, all the while promoting the ideals of knowledgeable consumption and responsible drinking.”***

To conclude the 2017 edition is the much anticipated **Final Contest**, which **will take place the afternoon of May 6th at Mercato Centrale in Florence** to the beat of the cocktail shaker: a race among the 16 participants who will present their Signature Cocktails in front of a passionate public audience.

The winning cocktail of FCW 2017 will be determined by an exceptional jury of leading names in the world of contemporary mixology, like **bartenders Alessandro Procoli and Mattia Pastori**, with the participation of **actor extraordinaire Neri Marcorè. The contest will be presented by Stefano Nincevich**, reporter of *Bargiornale*, alongside barlady **Rachele Giglioni.**

The innovations are numerous this year: First and foremost, the presence of important international bartenders that **bring to the arena their knowledge and service** for workshops and encounters dedicated to professionals and public, realized in occasion of FCW, like **Hidetsugu Ueno of Bar High Five in Tokyo (also appearing as member of the jury for the Final Contest) and Marian Beke of The Gibson in London.**

Aside from the contest dedicated to professional bartenders, **a space will be dedicated to selected young talents in the Florence mixology scene on Saturday May 6th.**



THE 16 COCKTAIL BARS OF FLORENCE COCKTAIL WEEK 2017

COCKTAIL BAR	BARTENDER	SIGNATURE COCKTAIL
Atrium Bar – Four Seasons Hotel	Edoardo Sandri	The Throwing Stones
Bitter Bar	Cristian Guitti	Lost in Tortuga
Ditta Artigianale Oltrarno	Kareem Bennett	Tomatito
Gilli 1733	Luca Picchi	Hanky Funky
Gurdulù	Sabrina Galloni	P&G
Harry's Bar	Thomas Martini	Apple Forest
La Ménagère	Luca Manni	Ginzpacho
Le Pool Bar – Villa Cora	Paolo Ponzio	Vossia
Locale	Andrea Fiore	Flip Flap
MAD – Souls & Spirits	Neri Fantechi	Cuba Was Libre
O' Cafè – Golden View Open Bar	Fabiano Buffolino	Nuestra Señora de Guadalupe
Rasputin	Daniele Cancellara	Teatro delle Ombre
Tabarin	Roberto Prato	Perfect Date
The Fusion Bar – Gallery Hotel Art	Michel Granpasso Orlando	Conte is Back
Vicktoria Lounge Bar	Paolo Marini	Once Upon a Time
Winter Garden Bar – The St. Regis Florence	Christian Pampo	Choco-Late-In-Fusion



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Florence May 1st-7th 2017

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