



Branca: A Spirited Italian Icon

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A richly illustrated history of the world-famous Italian distillery and the country's best-known liqueur, as seen through the brand's legendary poster art and creative advertising campaigns. Since its founding in 1845, the Fratelli Branca Distillerie company has maintained a solid foothold in both domestic and international markets. Its unmistakable, bitter-tasting liqueur quickly became legendary with its combination of herbs and roots sourced from all over the world. The pioneering secret recipe, which is left to brew in oak barrels for more than a year, soon made history under the name Fernet-Branca. Today, the company continues to have its base in Milan, but exports its entire range worldwide thanks to a string of innovative advertising campaigns, some of which have entered design and poster history in more than a century of creative publicity. This book covers 170 years of the company's life through a beautifully illustrated historical account that documents the continued rise of the brand, and includes many of the more successful advertising campaigns, offering a handsome collector's album of historical coverage and archive material, with reproductions of poster art and sketches from the 1960s and 1980s.

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