



**APEROL**<sup>®</sup>  
T E R R A Z Z A

MERCHANDISE

TAKE HOME WITH YOU  
TERRAZZA APEROL'S MOOD!



# APEROL PICNIC BLANKET

Seize the moment and set up the perfect picnic spot for a spontaneous aperitivo moment with friends on the Aperol picnic blanket. Designed by Aperol lovers for Aperol lovers, you can easily enjoy your Aperol Spritz ritual with friends whilst sharing your delicious food on a little piece of Venice, as the picnic blanket features a wooden tray made of wood, recovered from briccola; the poles of the Venice lagoons. When you're ready to move on simply roll up the blanket, place within the tray and carry on your shoulder, ready to bring the Aperol vibes to your next spontaneous adventure.

## PRODUCT INFORMATION

### THE BLANKET

- **Size (picnic blanket):** 149 x 149 (CM)
- **Material:** Hydro repellent - Light padding to guarantee stability and comfort while sitting
- **Colours:** Electric blue on top, navy blue at the base featuring orange logo label on side

### THE TRAY

- **Size (tray):** 30x50 (CM)
- **Material:** Recycled wood recovered from briccola, the poles delimiting the channels of the Venice lagoon. Faux navy blue leather on the base
- **Finishes:** surface treated with vegetable oil. Pillboxes treated with food-safe vegetable oil.
- **Maintenance:** clean with a soft, damp cloth and dry with a soft, dry cloth. Do not use detergents or abrasives to clean.

## PRODUCT SOURCE, MANUFACTURER INFO

### THE BLANKET

**TRAPUNTIFICIO Belpunto**, Veneto  
Manufacturing solely in Veneto, these complex fabric experts produce sustainably and safe textiles, free of chemicals. They have also taken part in the 'Detox my Fashion' Greenpeace project.

## HERO PRODUCT FEATURES

- Padded blanket to ensure comfort and stability when seated
- Multifunctional, flexible wooden tray to support Aperitivo items when open, and wrap the blanket when closed
- Each item is unique as every fragment of wood was retrieved from Venice and its lagoon. Enjoy every nodule, crack, and colour shade of the wood for this collection created out of our love for Venice.
- Hydro repellent fabric with orange label logo on one side and Aperol orange ribbon as shoulder straps

### THE TRAY

**PIECES OF VENICE**, Venice  
Born out of love for Venice, this social company works on a circular model, recycling discarded materials found around the city to create new practical or decorative items as well as infrastructure. They have supplied the wood to create Terrazza Aperol furniture, meaning you can experience a little piece of Venice no matter where you are!



# APEROL KEY RING

No matter where you go, take the vibrant orange style of Aperol with you with the new Aperol Keychain, designed by Aperol lovers for Aperol lovers, spreading joy and a summer state of mind to unique places, all year long amongst your friends.

## PRODUCT INFORMATION

- **Size:** 15 x 3 (CM)
- **Material:** Polyester with a light herringbone stitching pattern and carabiner clasp

## HERO PRODUCT FEATURES

- Functional and stylish metal carabiner shackle
- Fashionable herringbone stitching

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

A sustainably conscious textile manufacturer based near Treviso- The brand prides itself in combining traditional Italian tailoring methods with modern design, having supplied luxury fashion brands such as Dior, Louis Vuitton and Tommy Hilfiger



# MEN'S / UNISEX T-SHIRT

Bring joy into your day with this cool and effortless t-shirt sustainably crafted in Veneto in organic cotton to the design choices of Aperol lovers, for Aperol lovers. Perfect for joyful moments with friends, the Aperol Apparel collection gives everyone the chance to spread the orange vibe on spontaneous days out.

## PRODUCT INFORMATION

- **Available in sizes:** S, M, L, XL
- **Material:** Sustainable, organic cotton
- **Colours:** Available in blue and white featuring Aperol orange ribbon on one shoulder, to close the front pocket

## HERO PRODUCT FEATURES

- Stylish and practical design with Aperol ribbon clasp on pocket
- Lightweight for warmer days
- Made from sustainable, organic cotton

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

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# WOMAN'S T-SHIRT

Bring the orange vibe to the bar, beach or picnic with the Aperol women's t-shirt – a new go-to casual Monday look. With a unique and fashionable design, devised by Aperol lovers for Aperol lovers, this organic cotton Aperol t-shirt is the perfect option to wear thanks to the burst of orange vibe on the adjustable roll up sleeves.



## PRODUCT INFORMATION

- **Available in sizes:** XS, S, M, L, XL
- **Material:** Sustainable, organic cotton
- **Colours:** Available in white and orange featuring Aperol orange ribbon as a sleeve tightening mechanism

## HERO PRODUCT FEATURES

- Stylish and practical design with Aperol ribbon clasp working as a fastener for rolling up sleeves
- Lightweight for warmer days
- Made from sustainable, organic cotton

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

A sustainably conscious textile manufacturer based near Treviso- The brand prides itself in combining traditional Italian tailoring methods with modern design, having supplied luxury fashion brands such as Dior, Louis Vuitton and Tommy Hilfiger



# MEN'S/ UNISEX JUMPER

For cooler convivial days and evenings, find joy in this uniquely Aperol jumper. Designed by Aperol lovers for Aperol lovers, each jumper, made with sustainable organic cotton in Veneto will transport you to the perfect Aperol Spritz moment with friends, in style.

## PRODUCT INFORMATION

- Available in sizes: S, M, L, XL
- Material: Sustainable, organic cotton
- Colours: Available in ice blue featuring Aperol orange ribbon on both shoulders, slightly exceeding jumper arm length. Claim written only on one side

## HERO PRODUCT FEATURES

- Stylish design with contrasting Aperol orange ribbon along shoulders and sleeves
- Soft and warm fabric
- Made from sustainable, organic cotton

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

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# WOMAN'S JUMPER

Bring orange vibes straight to your adventures and convivial moments with a cool and fashionable slightly cropped length and turtleneck jumper. Designed by Aperol lovers for Aperol lovers and perfectly crafted in Veneto using organic sustainable cotton, this jumper means that your Aperol Spritz moment can last even longer leaving you to enjoy making joyful memories all day long.

## PRODUCT INFORMATION

- Available in sizes: XS, S, M, L, XL
- Material: Sustainable, organic cotton
- Colours: Available in white featuring Aperol orange ribbon running on the left shoulder

## HERO PRODUCT FEATURES

- Stylish design with contrasting Aperol orange ribbon along shoulder and sleeve
- Roll neck and crop fit
- Soft and warm fabric with fashionable cropped cut
- Made from sustainable, organic cotton

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

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# APEROL PLACEMATS

Invite your friends and family into the joyful Aperol community at your next spontaneous gathering with extra bites, smiles and chats. Perfect for aperitivo, picnic or social event at home these hydro-repellent placemats are designed by Aperol lovers for Aperol lovers to spark connections, as each can be united to make a longer table runner to enjoy for bigger occasions.

## PRODUCT INFORMATION

- **Size:** 48x33
- **Material:** Hydro repellent, lightweight washable material, with orange stiches and orange buttons
- **Colour:** A pack of four includes: light blue, bright blue, navy blue and light orange
- **Seal:** the placemat set can be fastened thanks to the orange ribbon and buttons

## HERO PRODUCT FEATURES

- Made from hydro repellent, washable material perfect for enjoying an Aperitivo and Aperol Spritz indoors or outdoors
- Can be used as four individual place mats or as a long table runner for bigger groups
- For easy storage, simply roll up the mats and secure with the Aperol orange ribbon
- Inspiring Aperol message which is built on mat by mat

## PRODUCT SOURCE, MANUFACTURER INFO

PIER & CO, Veneto, Italy

A sustainably conscious textile manufacturer based near Treviso- The brand prides itself in combining traditional Italian tailoring methods with modern design, having supplied luxury fashion brands such as Dior, Louis Vuitton and Tommy Hilfiger



# APEROL APERITIVO TRAY

Be ready to relax with your glass of refreshing Aperol Spritz, paired perfectly with light and sharable small snacks served on this iconic and premium Aperol Aperitivo Tray, designed by Aperol lovers for Aperol lovers. The best accompaniment for shared connections, this is the most authentic way to serve Cicchetti (small Italian nibbles) and live life the Venetian way wherever you are as each tray is made from wood recovered from briccola in the Venice lagoons, and replicates the Iconic Terrazza Aperol, Spritz ritual.



## PRODUCT INFORMATION

- **Size:** Exact dimensions of the Aperol 1L bottle - 32 x 9 CM
- **Material:** Recycled wood recovered from briccola, the poles delimiting the channels of the Venice lagoon
- **Finishes:** surface treated with vegetable oil. Pillboxes treated with food-safe vegetable oil.
- **Maintenance:** clean with a soft, damp cloth and dry with a soft, dry cloth. Do not use detergents or abrasive products to clean

## HERO PRODUCT FEATURES

- Made from recycled wood recovered from the briccola, the poles delimiting the channels of the Venice lagoon - Each item is unique. Enjoy every nodule, crack, and colour shade of the wood for this collection created out of our love for Venice.
- Used in Terrazza Aperol to serve cicchetti and now available to use at home
- Replicates the 1L Aperol Bottle and it's perfect to share finger food during your Aperitivo with an Aperol Spritz

## PRODUCT SOURCE, MANUFACTURER INFO

### PIECES OF VENICE, Venice

Born out of love for Venice, this social company works on a circular model, recycling discarded materials found around the city to create new items and even infrastructure. They have supplied the wood to create Terrazza Aperol furniture, meaning you can experience a little piece of Venice no matter where you are!



# APEROL GLASSWARE GIFT SET

Live your life the Venetian way and enjoy the most authentic Aperol Spritz moment with this set of two iconic Aperol Spritz glasses for memorable 'cheers', perfectly packaged in your own little piece of Venice with a box made of briccola, the wooden poles directly recovered from the Venice lagoons, crafted for Aperol lovers by Aperol lovers.

## PRODUCT INFORMATION

- **Size:** 9,8 x 22,3 x 18,3 CM
- **Inner box:** Aperol orange coating
- **Outer box:** Recycled briccola wood fastened with contrasting Aperol orange ribbon
- **Seal:** Embossed with Aperol 1919 logo

*NOTE: Glassware to be provided by markets directly.*

## HERO PRODUCT FEATURES

- Gift box material is resistant and stable for long term use - Made from recycled wood recovered from the briccola, which are the poles delimiting the channels of the Venice lagoon - Each item is unique. Enjoy every nodule, crack, and colour shade of the wood for this collection created out of our love for Venice.
- Perfectly fits two Aperol Spritz signature glasses
- Sealed with iconic Aperol orange ribbon for a modern and stylish look

## PRODUCT SOURCE, MANUFACTURER INFO

### PIECES OF VENICE, Venice

Born out of love for Venice, this social company works on a circular model, recycling discarded materials found around the city to create new items and even infrastructure. They have supplied the wood to create Terrazza Aperol furniture, meaning you can experience a little piece of Venice no matter where you are!



# VENICE. THE OFFICIAL GUIDE OF THE GONDOLIERS

Venice. The official guide of the gondoliers sees Terrazza Aperol as a partner in the creation of a guidebook of Venice. The guide, written in collaboration between the publishing house lineadacqua and the Association of Gondoliers, recounts six uncommon itineraries recommended by the gondoliers themselves. The guide is currently sold in three different languages Italian, English and French.



## THE PROJECT

Six itineraries and several stops are presented in the Guide, from the more traditional ones such as San Marco and Rialto, known and appreciated by all, to the more **niche destinations** and unknown, at times, even to Venetian themselves, passing through the Venice of *Campi* from *San Tomà* to *Santa Maria del Giglio* to discover what is the city's most lively soul.

A special feature of the guidebook is that the routes are linked together by **traghetti da parada** the gondolas that travel from one side of the canals to the other in places where there are no bridges. This has been a public service for over 1000 years.

One more curiosity is that in the guidebook there is also a map in which all the **fountains** in the area, the **routes for people with disabilities** and the **rescue points** are highlighted.

## MULTIMEDIAILITY

Thanks to **QR-codes** inserted between pages, anyone can access **online multimedia spaces** that offer ideas for **shopping, food and experiences** related to each itinerary.



# GONDOLIER'S T-SHIRT

After making the gondoliers' T-shirt in technical fabric for the Regata Storica in 2021, Terrazza Aperol wanted to pay homage again to the traditional gondoliers' t-shirt, reinterpreting it according to its own style. Therefore, Terrazza Aperol has decided to create, **in collaboration with the Association of Gondoliers**, an official Gondolier's t-shirt reinterpreted with Aperol's color.



## PRODUCT INFORMATION

The T-shirt presents the **crest** on the chest and, on the back, the logo of Terrazza Aperol. In keeping with authentic tradition, the T-shirts were **designed in Venice** and produced entirely in Italy in collaboration with Emilio Ceccato.

This is the first time for the gondoliers that a brand create a product for sale, confirming the close bond that unites Terrazza Aperol with the city itself.

## PRODUCT INFORMATION

- Unisex
- Available in sizes: XS, S, M, L, XL, XXL, XXXL



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