



E-COMMERCE GUIDELINES

L'AUTENTICO

VANILLA

ESPRESSO

L'APERITIVO

AMARETTO

SAMBUCA W+B

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01

Visual Assets

Pack shots · Lifestyle images · Banners

01 | Pack Shots

Use the correct market pack shot for each SKU. Available as PNG and JPEG.



Galliano L'Autentico Liqueur

42.3% ABV

50cl · 70cl



Galliano Vanilla Liqueur

30% ABV

50cl · 70cl



Galliano Espresso Liqueur

30% ABV

50cl · 70cl



Galliano L'Aperitivo Liqueur

24% ABV

50cl



Galliano Amaretto Liqueur

28% ABV

50cl



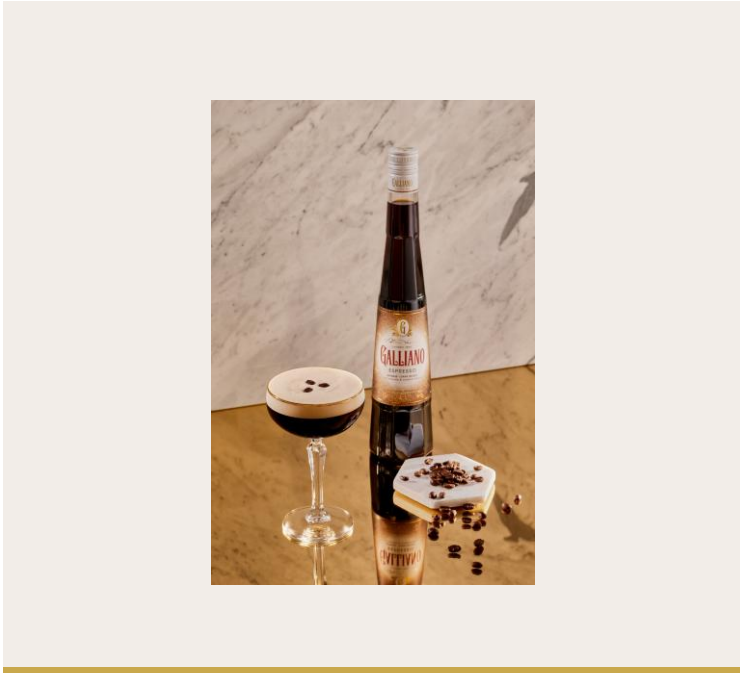
Galliano Sambuca White & Black Liqueur

30% ABV

50cl · 100cl

02 | Lifestyle Images (1/2)

Use at least one lifestyle image per SKU. Available as JPEG.



Galliano Espresso

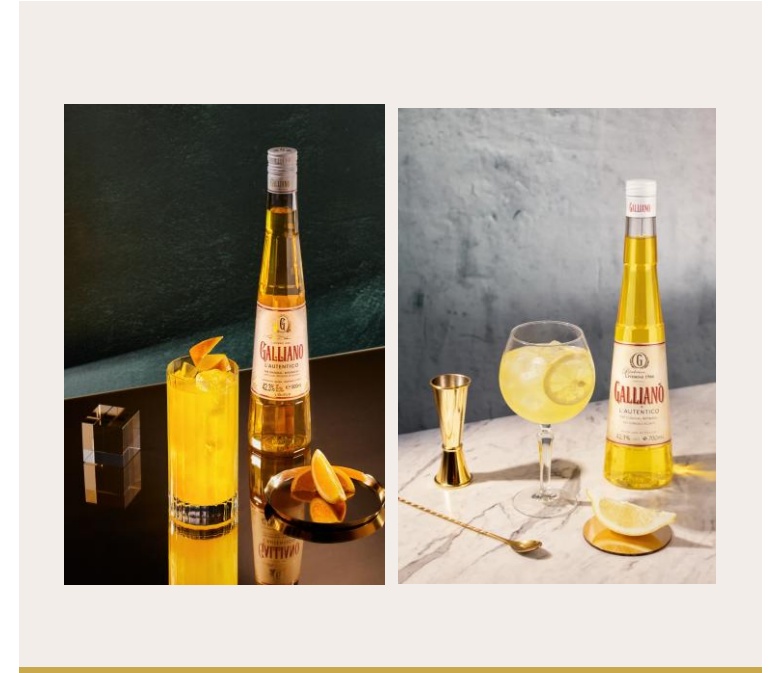
→ Espresso Martini



Galliano Vanilla

→ Limonata

→ Hot Shot



Galliano L'Autentico

→ Harvey Wallbanger

→ Lemon Fizz

02 | Lifestyle Images (2/2)

Use at least one lifestyle image per SKU. Available as JPEG.



Galliano L'Aperitivo

- Spritz
- Grapefruit Soda



Galliano Amaretto

- Amaretto Sour



Galliano Sambuca

- Alongside espresso

03 | Header / Banner Images

Select the banner most relevant for your product page. All banners are available as PNG and in PSD format (editable for local format adjustments).
Standard format: 1200x300px

Banner A — Full Range Master



Banner B3 — L'Autentico



Banner B1 — Espresso



Banner B2 — Vanilla



Banner B6 — Sambuca Black



Banner B4 — L'Aperitivo



Banner B5 — Amaretto



Banner B6 — Sambuca White



02

Content

Brand description · Product descriptions · Cocktail recipes

Short version

Galliano is an iconic Italian liqueur brand - born in Livorno in 1896, crafted from over 30 Mediterranean botanicals in Chieri at the foot of the Italian Alps. The range spans L'Autentico, Vanilla, Espresso, L'Aperitivo, Amaretto and Sambuca.

Inspired by La Dolce Vita and Spirito Italiano, Galliano turns every celebration into memories.

Italian authority in cocktails since 1896.

Long version

Created in 1896 by Arturo Vaccari in Livorno, Italy, Galliano is one of the world's most celebrated Italian liqueur brands. Named after war hero General Giuseppe Galliano, it embodies the Italian spirit of flamboyance, craftsmanship and La Dolce Vita.

Produced by Maraschi & Quirici in Chieri - a small town at the foot of the Italian Alps near Turin, the very place where many of Galliano's herbs and spices grow. Galliano is distilled in two small, traditional copper pot stills of less than 100 litres each. Its exact recipe of over 30 botanicals — including juniper, star anise, cinnamon, peppermint, sage, lavender and Madagascar vanilla — remains a guarded secret to this day. The iconic tall, slender bottle is inspired by the ancient temples of Rome, designed to command top-shelf presence in any outlet.

The range offers a distinctive expression for every occasion: L'Autentico brings timeless vibrancy to the classic Harvey Wallbanger at aperitivo hour, while Vanilla adds a rich, velvety twist to a refreshing Lemon Fizz or an indulgent Hot Shot. Espresso delivers depth and intensity for the ultimate coffee-forward Espresso Martini, and L'Aperitivo captures the essence of sun-soaked moments in a perfectly balanced Spritz. The range is completed by a rich Amaretto, ideal for a refined Amaretto Sour at home, and the iconic Italian Sambuca, best enjoyed alongside a freshly brewed espresso.

Galliano elevates every gathering into something unforgettable. Whether at a bustling city bar, a summer terrace or around the dinner table, it brings Italian style and warmth to every pour.

Galliano. Turn any celebration into memories. Spirito Italiano.

Slide 05.1 | Galliano L'Autentico



BOTANICAL · RICH · COMPLEX

Galliano L'Autentico Liqueur

Galliano L'Autentico liqueur — the original created in 1896. A perfectly balanced blend of 30+ Mediterranean and exotic botanicals: juniper, caraway, cardamom, sandalwood, star anise, cinnamon, sage, thyme, mint, lavender and Madagascar vanilla. Blended from nine component parts using multiple macerations and distillations. Recipe remains a guarded secret to this day and is a key ingredient behind the iconic Harvey Wallbanger, Galliano Lemon Fizz and Jose Wallbanger.

Flavour notes

Anise and peppermint on the palate. Fresh herbs, cinnamon, ginger, nutmeg and citrus follow. Lingering smooth vanilla, peppermint and spice finish.

ABV: 42.3% ABV

Formats: 50cl · 70cl

Info: Gluten-free · No artificial flavours

Key cocktails

Add at least 1 cocktail recipe to the page

Harvey Wallbanger

45ml Vodka or Tequila · 90ml Orange Juice · 15ml Galliano L'Autentico (float)

Build vodka and OJ over ice in a Collins glass. Float Galliano L'Autentico on top. Garnish: orange zest.

Galliano Lemon Fizz

30ml Galliano L'Autentico · 120ml Sparkling Lemonade (e.g. San Pellegrino Limonata)

Build over ice in a Spritz glass. Garnish: lemon wheel.

Jose Wallbanger

45ml Galliano L'Autentico · 30ml Mezcal · 22.5ml fresh lime juice · 15ml agave syrup · pinch of salt

Add all ingredients into a cocktail shaker. Shake vigorously for 10 seconds and double strain into a tumbler over ice. Garnish: fresh mint & slice of lemon

Slide 05.2 | Galliano Vanilla



DELICATE · BOTANICAL · SMOOTH

Galliano Vanilla Liqueur

Galliano Vanilla liqueur — built on the heart of L'Autentico with a fragrant Madagascar vanilla distillate. Round, silky vanilla with subtle herbal tones — aniseed, cardamom, lavender and fresh mint. Highly versatile: pairs with coffee, cream, vodka, ginger beer, lemon juice and soda. Lower ABV (30%) makes it uniquely accessible. Ideal for a Galliano Hot Shot, Galliano Limonata or Vanilla Sour.

Flavour notes

Sweet, soft vanilla with warm floral tones. Subtle anise, cardamom and fresh mint. Smooth, accessible finish.

ABV: 30% ABV

Formats: 50cl · 70cl

Info: Gluten-free · Natural vanilla distillate

Key cocktails

Add at least 1 cocktail recipe to the page

Galliano Hot Shot

15ml Galliano Vanilla · 15ml hot black coffee · 15ml lightly whipped cream

Layer in shot glass: pour Galliano Vanilla, add hot coffee, gently float cream on top. Serve immediately.

Galliano Limonata

30ml Galliano Vanilla · 120ml San Pellegrino Limonata

Build over ice in a Spritz glass. Garnish: lemon wheel or lemon wedge.

Galliano Vanilla Sour

60ml Galliano Vanilla · 30ml fresh lemon juice · 10ml egg white (or vegan alternative) · 1 dash Angostura Bitters

Add all ingredients into a cocktail shaker. Shake vigorously for 10 seconds and double strain into a chilled coupe glass. Garnish: Angostura bitter drops

Slide 05.3 | Galliano Espresso



STRONG · INTENSE · COFFEE

Galliano Espresso Liqueur

The true Italian espresso liqueur crafted in Italy. Two dark roasted coffee beans: 55% Arabica (Colombia & Brazil) for chocolaty creamy notes + 45% Robusta (India & Kenya) for body and intensity. More concentrated and powerful than all competitors. For real coffee lovers. Perfect for an Espresso Martini or Galliano Affogato.

Flavour notes

Deep, dark roasted espresso. Rich chocolaty Arabica top notes. Full, bitter coffee body from Robusta. Heavier mouthfeel. Pure espresso punch.

ABV: 30% ABV

Formats: 50cl · 70cl

Info: Gluten-free · Real dark roasted coffee beans

Key cocktails

Add at least 1 cocktail recipe to the page

Espresso Martini

30ml Galliano Espresso · 30ml Vodka · 30ml Espresso · Optional: 10ml Simple Syrup

*Shake all ingredients with ice. Double strain into chilled Martini or coupe glass.
Garnish: 3 coffee beans.*

Galliano Affogato

30ml Galliano Espresso · 1 scoop Vanilla Ice Cream

*Add 1 scoop Vanilla ice cream, pour Galliano Espresso over the ice cream.
Garnish: 3 chocolate coffee beans.*

Slide 05.4 | Galliano L'Aperitivo



FRESH · RICH · BITTERSWEET

Galliano L'Aperitivo Liqueur

Galliano L'Aperitivo bitter liqueur — a rich Italian bitter with 50+ herbs and spices. Co-created with Ago Perrone. Distinctive Mediterranean citrus profile — oranges, bergamot, chinotto, tangerines and grapefruit — balanced with the herbal heart of L'Autentico. Macerated for a minimum of two weeks. The star of a Galliano Spritz, Negroni or Aperitivo.

Flavour notes

Fresh Mediterranean citrus opening — chinotto, bergamot, grapefruit. Subtle herbal richness. Long, gentle, bittersweet finish.

ABV: 24% ABV

Formats: 50cl

Info: Gluten-free · Natural botanicals

Key cocktails

Add at least 1 cocktail recipe to the page

Galliano Spritz

45ml Galliano L'Aperitivo · 90ml Prosecco · 30ml Sparkling water

Build over ice in a Spritz glass. Garnish: grapefruit zest

Galliano Aperitivo

50ml Galliano L'Aperitivo · 100ml Grapefruit Soda

Build over ice Spritz glass. Garnish: grapefruit wheel

Galliano Negroni

30ml Galliano L'Aperitivo · 30ml Gin · 30ml Sweet Vermouth

Stir over ice. Strain into rocks glass. Garnish: orange peel.

Galliano Negroni Sbagliato

30ml Galliano L'Aperitivo · 30ml Vermouth · 30ml Prosecco

Build over ice in a tumbler. Garnish: orange wedge



RICH · INDULGENT · SWEET

Galliano Amaretto Liqueur

Galliano Amaretto liqueur - a rich, well-balanced almond liqueur made with pure essence of real bitter almonds and essential oils of geranium, rose and orris. Contains hints of roasted cacao, Madagascar vanilla and sweet-sour cherries. Aged a few weeks to develop caramel and bitter aromas. Make your own Amaretto Sour or Caffè Amaretto with Galliano Amaretto!

Flavour notes

Marzipan and bitter almond. Roasted cacao and Madagascar vanilla. Sweet-sour cherry. Caramel and warm bitter finish.

ABV: 28% ABV

Formats: 50cl · 70cl

Info: Contains tree nuts (almonds) · Gluten-free

Key cocktails

Add at least 1 cocktail recipe to the page

Amaretto Sour

60ml Galliano Amaretto · 30ml Fresh Lemon Juice · 10ml Egg White · 1 dash Angostura Bitters

Dry shake first, then shake with ice. Double strain into a chilled tumbler. Garnish: lemon zest.

Caffè Amaretto

30ml Galliano Amaretto · 30ml Vodka · 30ml Espresso · 10ml simple syrup

Shake all ingredients with ice. Double strain into chilled Martini or coupe glass. Garnish: 13 coffee beans

Slide 05.6 | Galliano Sambuca White



SWEET · BOTANICAL · RICH

Galliano Sambuca White Liqueur

Galliano White Sambuca: three types of aniseed — rare Chinese star aniseed from South China and North Vietnam, Mediterranean aniseed and fennel — with a touch of mint and botanical essential oils. The true Italian white sambuca, distilled in Italy at Maraschi & Quirici. Best enjoyed neat alongside espresso as the classic digestivo.

Flavour notes

Rich aniseed, a dash of fennel and refreshing mint. Subtle botanical essential oils on the finish.

ABV: 30% ABV

Formats: 50cl · 100cl

Info: Gluten-free · Natural botanicals

Key cocktails

Add at least 1 cocktail recipe to the page

Neat alongside espresso

30ml Galliano Sambuca White

Serve in a premium shot glass or digestif glass alongside hot espresso.

Slide 05.7 | Galliano Sambuca Black



SWEET · BOTANICAL · SPICY

Galliano Sambuca Black Liqueur

The original Galliano White Sambuca recipe blended with elderberries, creating a deep blue, almost inky black colour. Quite unusual and visually striking. A balanced aniseed taste gets a deep, spicy berry finish from the elderberries. Distilled in Italy at Maraschi & Quirici. Serve this Italian black sambuca liqueur neat alongside espresso for a striking digestivo experience.

Flavour notes

Balanced aniseed with deep, spicy elderberry finish. Inky dark colour with warm botanical notes.

ABV: 30% ABV

Formats: 50cl · 100cl

Info: Gluten-free · Natural botanicals

Key cocktails

Add at least 1 cocktail recipe to the page

Neat alongside espresso

30ml Galliano Sambuca Black

Serve in a premium shot glass or digestif glass alongside hot espresso.

03

Usage Notes

Pack shot · Translations · Image rights · Portal · Extended library

Pack Shot

Always use the correct market bottle pack shot. Refer to the portal for the right version per market.

Translations

Brand and product copy may be translated locally. Core claims must remain consistent: original Italian liqueur / created 1896 / Spirito Italiano / Italian authority in cocktails since 1896.

Image Rights

Images are provided with digital rights only unless stated otherwise. Do not use for print or ATL without written confirmation.

E-commerce Portal (no login required)

All essential assets are available on the LB E-Commerce portal — no login required.

Extended Asset Library

A more extensive library of visuals and brand assets is available on the external brand portal. Login required. Contact janinakuhnle@lucusbols.com to set up your account.

For custom or flagship page materials, extended asset access or other questions?

Please reach out to

janinakuhnle@lucasbols.com
