



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



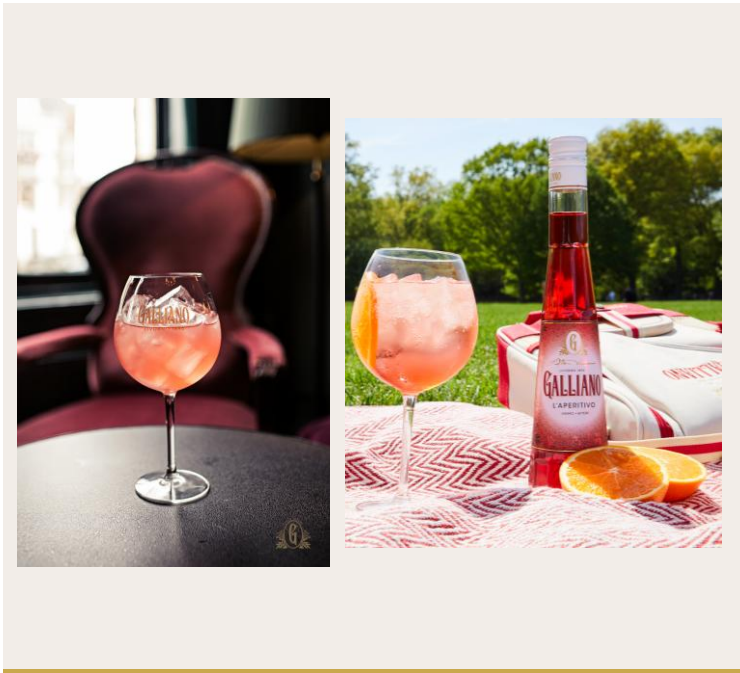
Galliano L'Autentico

→ 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: 1200×300px

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 and crafted from 30 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.

Crafted by Maraschi & Quirici in Chieri, a small town at the foot of the Italian Alps near Turin, Galliano is rooted in the very landscape where many of its distinctive herbs and spices grow. It is distilled in two small, traditional copper pot stills, each with a capacity of less than 100 liters. Its exact recipe of 30 botanicals, including angelica root, cinnamon, eucalyptus, green anise, juniper, lavender, peppermint, sage 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 Galliano Limonata 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.

Turn any celebration into memories with Galliano. Spirito Italiano.

BOTANICAL · RICH · COMPLEX

Galliano

L'Autentico Liqueur

Galliano L'Autentico is the original liqueur of the range, first created in 1896. Its complex character comes from a perfectly balanced blend of 30 Mediterranean and exotic botanicals, including cardamom, cinnamon, genepy, juniper, lavender, mint, sage, sandalwood, star anise, thyme and a hint of Madagascar vanilla. Crafted through multiple macerations and distillations, its exact recipe remains a closely guarded secret to this day. Aromatic, complex and unmistakably Galliano, L'Autentico has earned its place as a requisite on every quality back bar and remains the essential ingredient in iconic serves such as the Harvey Wallbanger, Golden Cadillac and the Mulata Daisy.

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.

José 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

Golden Cadillac

30ml Galliano L'Autentico · 30ml Crème de Cacao liqueur · 30 ml Cream

Add all ingredients into a cocktail shaker. Shake vigorously for 10 seconds and double strain into a pre-chilled coupe glass. Garnish: chocolate shavings

Mulata Daisy

10ml Galliano L'Autentico · 15ml Dark Crème de cacao liqueur · 50ml light white rum · 20ml fresh lime juice · 1 barspoon fennel seeds · 1 barspoon powdered sugar

Muddle fennel seeds in the base of shaker. Add lime juice and powdered sugar and stir until sugar is dissolved. Add other ingredients, shake with ice and fine strain into chilled glass. Garnish: Chocolate powder rim



DELICATE · BOTANICAL · SMOOTH

Galliano Vanilla Liqueur

Galliano Vanilla is crafted from the heart of L’Autentico and enriched with a fragrant Madagascar vanilla distillate. The result is a smooth, silky liqueur with a rounded vanilla character, layered with subtle herbal notes of aniseed, cardamom, lavender and fresh mint. With its approachable 30% ABV and exceptional versatility, Galliano Vanilla brings depth and golden warmth to a wide range of serves. It pairs beautifully with coffee, cream, vodka, ginger beer and lemon juice, making it ideal for signature cocktails such as the Galliano Hot Shot, Galliano Limonata and 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



STRONG · INTENSE · COFFEE

Galliano Espresso Liqueur

Galliano Espresso is a true Italian espresso liqueur, crafted in Italy for real coffee lovers. Made with a carefully balanced blend of 55% Arabica beans from Colombia and Brazil and 45% Robusta beans from Indonesia, it delivers creamy chocolate notes, full body and an intense, concentrated coffee character. Recognized with a unique “Outstanding” 5+ star rating by Difford’s Guide and celebrated as the most awarded coffee liqueur, Galliano Espresso brings bold depth and indulgent versatility to every serve – from an iconic Espresso Martini, savored neat or poured over vanilla ice cream for a decadent 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.



FRESH · RICH · BITTERSWEET

Galliano L'Aperitivo Liqueur

Galliano L’Aperitivo is a rich Italian bitter liqueur, co-created with world-renowned bartender Ago Perrone. Built on the herbal heart of L’Autentico, it combines over 40 herbs and spices with a distinctive Mediterranean citrus profile of orange, bergamot, bitter orange, mandarin and grapefruit. Macerated and rested for a minimum of two weeks, it delivers vibrant freshness, subtle bitterness and an herbal depth that makes Galliano unmistakable. Recognized as the highest-rated bitter in the US by the Wine Enthusiast Magazine as well as awarded a perfect 100-point score and Century Award at the PROOF Awards, Galliano L’Aperitivo is the star ingredient in a Galliano Spritz, Negroni or Aperitivo Grapefruit Soda.

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 is a rich, beautifully balanced liqueur, combining complex notes of classic marzipan and bitter almond with distillates of roasted cacao and Madagascar vanilla which add warmth, depth and richness to its flavor profile. A subtle sweet-sour cherry character, extracted from both the flesh and stones of the fruit, provides an elegant fruity nuance. This elegant blend of aromas results in the most complex flavor of its kind. The distillate is left to age for a few weeks to develop the typical sweet, caramel and bitter aromas, Galliano Amaretto brings depth and elegance to every serve - perfect in an Amaretto Sour or Caffè 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



SWEET · BOTANICAL · RICH

Galliano Sambuca White Liqueur

Galliano White Sambuca is a true Italian white sambuca, distilled in Italy by Maraschi & Quirici. Crafted with three different types of aniseed, Asian star anise, Mediterranean aniseed and fennel, it delivers a rich aniseed profile lifted by refreshing mint and botanical essential oils. A cocoa distillate - Vaccari's signature touch - gives Galliano Sambuca its characteristic soft taste, while the rich aniseed profile makes it the perfect classic digestive, best enjoyed neat alongside espresso.

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.



SWEET · BOTANICAL · SPICY

Galliano Sambuca Black Liqueur

Galliano Black Sambuca is an Italian Liquore alla Sambuca, crafted by blending the original Galliano White Sambuca recipe with elderberries. This gives the liqueur its distinctive deep blue, almost inky black color - an unusual and visually striking expression. Balanced aniseed notes are layered with a deep, spicy berry finish, creating a bold yet refined taste profile. Distilled in Italy by Maraschi & Quirici, Galliano Black Sambuca is best enjoyed neat alongside espresso as a striking digestive, in an Italian Coffee, or served in a refreshing Spritz.

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.

Spiced Vanilla Spritz

30ml Galliano Sambuca Black · 20ml Galliano Vanilla · 30ml ginger beer · 75ml Prosecco

Build over ice in a spritz glass. Garnish: Orange twist

Lychee Galliano Spritz

30ml Galliano Sambuca Black · 20ml Bols Lychee · 75ml grapefruit soda · 40ml Prosecco

Build over ice in a spritz glass. Garnish: Orange twist

03

Usage Notes

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

06 | Usage Notes for Distributors & Retailers

USAGE NOTES

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@lucasbols.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
