



**ALPE  
RITO  
IVO**  
FESTIVAL



**PRO  
GRAM**  
2023

# PROGRAM

# FRI DA Y

MAY  
26<sup>th</sup>

## Aperitivo Festival

📍 **Nhow Hotel**  
Via Tortona, 35

**11:00am - Aperitivo Festival Opening**  
**12:00pm Press Conference**

**12:00 - 3:00pm Exclusive Trade Access**  
**Aperitivo Experience**  
Opening of the tasting,  
performance and exhibition areas  
to members of the trade

**5:00 - 10:00pm Opening to the public**  
**Aperitivo Experience**  
Opening of the tasting,  
performance and exhibition areas  
to the public

**5:30pm Talk**  
"Conscious consumerism and  
mobility", in collaboration with FIPE  
- Confcommercio and Uber,  
Aperitivo Festival's mobility partner  
*T35 Ground Floor*

**19:00 Opening Show**  
**Aperitivo Festival**  
Featuring Food Ensemble

## Masterclass program

📍 **PHYD**  
Via Tortona, 31

**11:00 - 11:45am Masterclass**  
**Lurisia**  
*The authentic flavor of the Italian  
Aperitivo with Lurisia according to  
Bartender Federico Tommaselli  
and chef Carlo Bresciani of the  
Italian Chef Federation (FIC)*

**12:15 - 1:00pm Masterclass**  
**Parmigiano Reggiano**  
*What better way to make your  
aperitivo unique and special?  
Let's find out with barman Mirko  
Turconi, who has chosen 4  
varieties of Parmigiano Reggiano  
cheese (aged 12-24-40 and 60  
months), pairing them with as  
many cocktails. During the  
masterclass, attendees will have  
the chance to taste pure  
Parmigiano Reggiano under the  
guide of a master taster from APR  
(the official Parmigiano Reggiano  
Tasters Association), alongside  
Mirko's cocktails.*

**/ 1.30 - 2.15pm**

**/ 2.45 - 3.30pm**

**/ 4.00 - 4.45pm**

# PROGRAM

**SAT**  
**URD**  
**MAY**  
**27<sup>th</sup>**  
**MAY**

## Aperitivo Festival

■ **Nhow Hotel**  
Via Tortona, 35

**11:00am - 3:00pm** **Aperitivo Experience**  
Opening of the tasting, performance, and exhibition areas to the public

**11.30am - 1.30pm** **Workshop**  
**Aperitivo Around the World**  
15 international mixologists from UK, Spain, USA, Canada, Japan, Hong Kong, Austria, Sweden and Finland discuss the Aperitivo  
T35 Ground Floor

**5:00 - 10:00pm** **Aperitivo Experience**  
Opening of the tasting, performance, and exhibition areas to the public

**5:00 - 5.45pm** **Workshop**  
**The "Milanese Sciura"'s Aperitivo**  
T35 Ground Floor

**6.00 - 6.45pm** **Laboratorio**  
**The pleasure of the Sicilian Aperitivo**  
Muddica chef Adriano Egitto shares his vision, the label's history and evolution  
T35 Ground Floor

**7:00pm** **Musical Performance**  
Featuring Food Ensemble Tunnel

## Masterclass Program

■ **PHYD**  
Via Tortona, 31

**5:15 - 6:45pm** **Masterclass: BeerShow**  
In collaboration with Vinhood

# PROGRAM

# SUN DA Y

MAY  
28<sup>th</sup>

## Aperitivo Festival

📍 **Nhow Hotel**  
Via Tortona, 35

**11:00am - 3:00pm** **Aperitivo Experience**  
*Opening of the tasting, performance, and exhibition areas to the public*

**5:00 - 10:00pm** **Aperitivo Experience**  
*Opening of the tasting, performance, and exhibition areas to the public*

**6.00 - 7.00pm** **Talk**  
*AstroAperitivo - The astrologer and medium Massimo Giannone takes the stage with his tried and true format, entertaining the audience with card readings to accompany their drinks.*

