



FRATELLI BRANCA DISTILLERIE AT BCB BERLIN 2025, THE WORLD'S LEADING BAR & BEVERAGE TRADE FAIR

The company will be at Stand 18C15

Milano, 2 October 2025 – [Fratelli Branca Distillerie](#), leading company in the beverage and spirits sector, will take part in Bar Convent Berlin (BCB), the world's leading bar & beverage trade fair, held this year from 6 to 8 October 2025 in Berlin.

A key international stage for professionals, bartenders and industry players, BCB is the place where the latest trends are set and where leading brands showcase their vision. **With its unique blend of heritage and innovation, Fratelli Branca will once again be among the highlights of the 2025 edition, bringing Italian excellence to an international and highly competitive arena.**

Building on the success of previous editions, Fratelli Branca will present **a single stand (18C15) featuring its full portfolio of brands** - Fernet-Branca, Brancamenta, Carpano, Antica Formula, Punt e Mes, Stravecchio, Borghetti and Candolini - animated by an extensive program of experiences and activations. More than just tastings, the stand will host vibrant moments that reflect the energy and creativity of the Branca world: from guest shifts with renowned international bartenders, to Carpano aperitivo sessions, and the **Borghetti Espresso Martini Challenge**. A highlight of this year's edition will be the official unveiling of the new **German Fernet-Branca Coin**, as well as themed activations such as the "Fernet & Cola BCB Cheer," inspired by Argentinian spirit and conviviality. In addition, exclusive evening events across Berlin will showcase high-profile guest shifts and international collaborations, making Branca one of the most dynamic presences at the fair.

BCB provides the perfect stage to showcase the identity of Fratelli Branca Distillerie and the ability of its brands to engage with diverse cultures and markets. It is a unique opportunity to offer visitors an immersive experience, where events and guest shifts highlight the iconic products in innovative ways and convivial moments. Berlin will once again serve as an ideal showcase for the vitality and energy that have always defined Fratelli Branca Distillerie in the hospitality sector.

Through this participation, Fratelli Branca Distillerie reaffirms its commitment to promoting the culture of quality drinking and bringing the excellence and tradition of Made in Italy to audiences worldwide.

ABOUT BRANCA

Fratelli Branca Distillerie is a leading company in the premium spirits industry, with a history dating back to 1845. Thanks to a unique product range and a constant commitment to crafting high-quality beverages, the company has established itself as a global leader in the Beverage and Spirits sector. Despite its international success, Fratelli Branca Distillerie has remained true to its national roots and is still a 100% Made in Italy company, representing Italian quality worldwide. Under the leadership of President Niccolò Branca, the fifth generation of the Branca family, the company has significantly expanded the presence of its brands in over 160 countries, further strengthening its position as an industry leader. Fratelli Branca Distillerie's brand portfolio features a wide range of premium and super-premium labels, including industry icons such as Fernet-Branca, Brancamenta, Stravecchio Branca, Carpano, Antica Formula by Carpano, Punt e Mes, Borghetti, and Grappa Candolini. The company's motto, "Novare serbando" (innovate while preserving tradition), encapsulates its evolutionary approach—always looking to the future while staying true to the values that have made the Branca family's industrial and entrepreneurial success so solid.

For more information, visit <https://www.brancadistillerie.com/en/>

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