



HISTORY

The further origin of Punch

Punch was discovered in the 16th century by the British colonisers of India and was made from five ingredients (hence its name which derives from the Hindi panca or pancha meaning "fist" or "five"): tea, sugar, cinnamon, lemon and alcohol (or boiling water, lemon juice, Antilles rum, spirit of nutmeg and arak, this last being grape juice distilled like a spirit with added anise grains).

Punch comes to Italy

Punch first appeared in Italy in Livorno in the 18th century. It became widely known in the city thanks to the large British community, although in a version which differed from the original recipe. In fact the Livorno punch used coffee concentrate instead of tea or boiling water, while Antilles rum (which clashed with the flavour of coffee) was replaced by a so-called "fantasy rum" (made from alcohol, sugar and caramel flavoured with rum essence).

The Origin of "BARBIERI's Punch"

The punch recipe remained unchanged and the drink stayed local to Livorno up to the early '30s when Giuseppe Barbieri, the founder of the Distilleria F.lli Barbieri of Padua decided to make a similar liqueur and called it PUNCH BARBIERI. F.lli Barbieri's punch included some of the original ingredients (water, sugar and rum) but also had a number of flavourings (including cloves, cinnamon, vanilla, etc.) which gave it a unique perfume and flavour balance compared to the original.

The success of PUNCH BARBIERI

In just a few years Punch Barbieri became popular beyond its regional borders thanks to its unique recipe and its choice of three versions. In addition to the rum version, Barbieri also created orange and tangerine punches. Their success was so great that PUNCH BARBIERI was soon considered the true Italian punch, thereby replacing the original Livorno punch in the collective imagination.

Today the original recipe of the three Punch Barbieri versions is still the same and is recognised as the one and only true Italian punch. Its market leadership is undisputed.

HOW IS MADE

Stage 1: mixing

The first stage consists in two separate mixing processes done at the same time. On the one hand, white sugar is dissolved in purified water in order to give the finished product the right balance of alcoholic strength and sweetness. On the other, the alcohol is mixed with infusions of orange or tangerine peel (depending on the flavour of the punch) and citrus essential oils to give the liqueur its freshness and lingering aroma. When making rum punch, Caribbean rum (guaranteed by a certificate of origin) is blended with the water-and-sugar solution.

Stage 2: processing

The two solutions prepared during the first stage are immediately poured into the processing tanks to start the second stage: a carefully studied concentrate of spice infusions with cinnamon, cloves, white pepper and vanilla is added to give the liqueur the unmistakable flavour of PUNCH BARBIERI.

Stage 3: “maturing”

At the end of the second stage PUNCH BARBIERI is ready for “maturing” and rests for seven days in the processing tanks. After seven days the product is passed through two systems of filters to ensure it meets our quality and consistency standards. Further tests are carried out before bottling to check the liqueur’s alcoholic strength and percentage of sugar.

Stage 4: bottling

The last stage, bottling. A fully automated system conveys the product through stainless-steel pipes to the bottling line so it does not come into contact with the outside environment nor with human hand to ensure maximum safety. At the end of the fourth and last phase, quality-controlled PUNCH BARBIERI is at last ready to be sent to shops and supermarkets.