

Salvatore Calabrese

BIOGRAPHY



Salvatore Calabrese is one of the world's most respected bartenders. His career spans more than 40 years in the hospitality business, beginning in Maiori on Italy's Amalfi Coast.

In 1980 he moved to London and the bar at Duke's Hotel. While at the Duke's he developed a reputation for his Martini Cocktail and a niche market for extra special cognacs. This was the start of a concept he calls Liquid History, a marketing concept that gained him respect with his peers and grew to a recognition as an expert worldwide.

1994 he moved to The Library Bar at the prestigious Lanesborough Hotel and was a leader in the cocktail revival of the 1990s publishing his first book Classic Cocktails in 1997. In 2004 opened his own bar 'Salvatore at FIFTY' and then in 2010 'Salvatore at Playboy', both in London's Mayfair.

He opened Mixology101 in Los Angeles in 2013 followed by 'Bound by Salvatore' in 2014 at The Cromwell Hotel in Las Vegas which has since won 'Best Cocktail Menu' in the USA. In April 2015 he launched his first venture in Asia, 'Salvatore at Maison Eight' Hong Kong.

Salvatore now offers his services as a consultant and can be found at The Donovan Bar at Brown's Hotel in London's Mayfair, Igiea Terrazzo Bar at Villa Igiea Hotel in Palermo Italy, and his latest collaboration at Velvet in London's Corinthia Hotel.

Salvatore Calabrese is a Past President of the United Kingdom Bartenders' Guild. Today, Calabrese is active within the Industry Internationally, encouraging bartenders to become more professional through training programs, while also judging national and international bartenders' competitions.

He has received an impressive array of awards both here and around the world, including 'Industry legend', 'Professional Excellence Award' and both 'Outstanding Achievement' and 'Lifetime Achievement' Awards as well as many awards for the various bars under his command.

He was recognized by his countrymen with 'Salernitani Illustri nel Mondo' in praise of his achievements and promotion of his country around the world and lately the recognition of his craft with the Maestro d'Arte e Mestiere.

His proudest achievement to date was receiving a knighthood from the Italian Republic in November 2023 for his service to the industry and representing his country around the world.



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In October 2012 he broke the Guinness World Record for the World's Most Expensive Cocktail with 'Salvatore's Legacy' valued at £5500.

In April 2015 at 'Bound by Salvatore', Cromwell Hotel Las Vegas, he made the World's Oldest Martini In June 2015 he made the World's Oldest Negroni at the Camparino Bar Milan, to celebrate their centenary.

2015 -2019 Salvatore inspired and initiated the exciting and very successful annual 'Maestro Challenge Cocktail Competition' in his hometown of Maiori, promoting the hospitality of the Amalfi Coast and encouraging young bartenders across all Italy: <https://themaestrochallenge.it>

Publications.

He has written 13 books in total. His first book, entitled Classic Cocktails, was a million seller, and The Complete Home Bartenders' Guide (2002) was revised in 2012 and updated with 50 new recipes and is recognised as the World's bestselling cocktail book.

His other titles include After-Dinner Drinks, Summer Cocktails, and Cognac: A Liquid History (can be found in the British Library), Cocktails by Flavor, published in 2008, was revised in 2013 and updated with 20 new recipes. His latest book, published in April 2015 is a re-write of his 1997 best seller Classic Cocktails.

Products

Salvatore has designed his own range of glass and barware Calabrese Barware which can be found here: <https://www.urbanbar.com/collections/calabrese-barware>

Salvatore has created his own unique Lemon Liqueur - Salvatore's Liquore di Limone: <https://www.emporiabrands.com/salvatore-calabrese-liquore-di-limone>

Salvatore's Acqua Bianca Liqueur has received numerous Gold Medal awards for both product and product design: <https://www.acqua-bianca.com>

He has written for The Sunday Times, The Guardian and GQ Magazine and many publications both here and abroad. He has also been profiled in many publications both national and international and made guest appearances on television and radio for many years around the world.

He was even approached to appear in the remake of Casino Royale to make the famous martini 'shaken not stirred'



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but he declined as he would never shake his Martini!

Salvatore was thrilled when challenged to perform his skills with the shaker whilst being driven at high speed on the racing circuit by Michael Schumacher, 7 times Formula 1 World Champion, and filmed for publicity as part of a Drink Awareness Campaign by Bacardi. The results can be viewed on YouTube! <https://youtu.be/4eO886N-jLo>

Salvatore has also been asked to contribute his skills to raise money at various celebrity fund raising events. He had the pleasure of working with David Furnish for the Sir Elton John Aids foundation and with Jamie Oliver for the Great Ormond Street Children's Hospital and many others.

AWARDS AND RECOGNITION

A timeline of The Maestro's achievements

2023
L'Onorificenza di Cavaliere
Ordine al Merito della Repubblica Italiana

2022
Order of Merit
Il riconoscimento di console dell'ospitalità Italiana

Italian Hospitality Award APCI UK
Associazione Professionale Cuochi Italiani

2018
Maestro d'Arte e Mestiere

2015
Industry Legend
The Imbibe Personality of the Year Awards 2015

2014
Professional Excellence Award
Premio della Ristorazione Italiana nel Regno Unito

2013
The Helen David Lifetime Achievement Award
Tales of the Cocktail, New Orleans

2012
Best Bar
The London Lifestyle Awards
World's Best Drink Selection
Spirited Awards, Tales of the Cocktail, New Orleans

Salernitani Illustri nel Mondo
Awarded the Italian equivalent of the OBE
The Worlds 50 Best Bars
Drinks International, Number 46

2011
Class Awards
Outstanding Achievement to the Industry

2009
Number One
Theme Top 100
International Cognac Personality of the Year
Bureau National Interprofessionnel du Cognac (BNIC)
Spirits Personality of the Year
Drinking Out Excellence Awards

2008
Master of the Craft
Australian Bartender Magazine

2007
Keeper of the Quaich

2006
Bar of the Year & Best Cocktail Offering
Class Awards
Outstanding Achievement Award
Theme magazine / Italian Bartenders Association (AIBES)

2005
Class Awards
Best New Bar

1993
Chevalier du Cognac Campari Bartender of the Year

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