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Martini unveils redesigned bottle inspired by Turin architecture for summer 2025

New look aims to attract younger consumers while emphasizing Italian heritage and sustainability, with Bianco Spritz promoted as signature cocktail

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MARTINI
MARTINI
BIANCO
VERMOUTH

Martini, the well-known Italian brand of vermouth and aperitifs, has introduced a new design for its iconic bottle as summer begins in 2025. The company revealed that the updated look draws inspiration from the vaulted galleries of Turin, Italy, where Martini has deep historical roots. The new bottle aims to give the product a stronger presence on shelves while highlighting its quality, origin, and authenticity.

The redesign is part of Martini’s effort to modernize its image and appeal to a new generation of consumers. According to company representatives, the new bottle shape not only stands out visually but also helps reduce the brand’s environmental impact. Martini says this change reflects a contemporary approach to a classic Italian product, signaling a fresh chapter for the brand.

Alongside the launch of the redesigned bottle, Martini is promoting its Bianco Spritz as the must-have cocktail for summer 2025. The drink features Martini Bianco vermouth mixed with sparkling water and ice, offering a fresh and balanced flavor profile with floral and vanilla notes. Martini describes the Bianco Spritz as an ideal choice for those who enjoy aperitifs and want to add a touch of sophistication to their summer afternoons.

The company’s decision to update its packaging comes at a time when many beverage brands are seeking ways to connect with younger consumers while maintaining their heritage. By referencing Turin’s architectural history in the bottle design, Martini aims to reinforce its Italian identity and long-standing tradition in the world of aperitifs.

Martini’s new bottle is now available in select markets across the United States and Europe. The company plans to expand distribution throughout the summer, supporting the launch with marketing campaigns focused on outdoor gatherings and social occasions. Industry analysts note that packaging updates like this can help established brands remain relevant in a competitive market, especially as consumers look for products that combine tradition with modern style.

The introduction of the Bianco Spritz as a signature summer cocktail is also part of Martini’s strategy to encourage at-home mixology and casual entertaining. The brand provides simple recipes and serving suggestions, positioning the drink as easy to prepare yet refined enough for special moments.

Martini’s move reflects broader trends in the beverage industry, where sustainability, design innovation, and lifestyle marketing play an increasingly important role. As summer progresses, both retailers and consumers will be watching to see how Martini’s new look and seasonal cocktail resonate in bars, restaurants, and homes across the country.