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GINZA BAR

BVLGARI GINZA BAR PRESENTS “PROVERBI” A NEW COCKTAIL COLLECTION INSPIRED BY ITALIAN PROVERBS AVAILABLE FROM MAY 9th



New Cocktail Collection “Proverbi”

Tokyo, May 8th, 2026 – Bvlgari Ginza Bar unveils “*Proverbi*,” a new signature cocktail collection inspired by the timeless wisdom of Italian proverbs, an invitation to experience Italian culture through a refined and contemporary lens.

Passed down through generations, Italian proverbs encapsulate a uniquely human sensibility, where wit, intuition, and emotion converge. Rather than simple expressions, they reveal a way of thinking and a way of life. With *Proverbi*, these fragments of collective memory are reinterpreted into a sensorial language of flavor, aroma, and texture, transformed into cocktails that embody the essence of Italian culture with modern sophistication.

The collection features ten cocktails and four mocktails, each conceived as a tribute to a single proverb. Every creation reflects a meticulous balance of ingredients, an elevated aesthetic, and a deep respect for craftsmanship. Guests are invited to engage in all five senses, discovering a narrative that unfolds beyond words, where each glass becomes a moment of connection between tradition and innovation.



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Among the highlights, “*L’intenditore*” draws inspiration from *A buon intenditor poche parole* (“A word to the wise”), combining Del Maguey Vida Mezcal with lacto-fermented tomato for a bold and expressive composition. “*Carpe Diem*,” inspired by *Carpe diem* (“Seize the day”), captures a fleeting moment of perfection through the harmony of Bacardi rum and the delicate sweetness of white peach. Meanwhile, “*La Forza*,” rooted in *L’unione fa la forza* (“Unity is strength”), brings together Kyoto’s Ki No Bi dry gin and Akashi Tai yuzu sake in a refined dialogue between cultures.

A selection of four non-alcoholic creations completes the offering, crafted with the same level of intention and sophistication, ensuring that every guest is welcomed into the world of *Proverbi*.

With the launch of the “Proverbi” menu, a new series of mixology nights titled “Proverbi Dal Mondo” (Proverbs from Around the World) will also debut. Throughout the year, the Bar team will host leading Bar Managers from around the world for a series of exclusive four-hands events, conceived as an intimate platform for cultural exchange.

Rather than formal sessions, each evening unfolds as a dynamic dialogue, an exchange of ideas, techniques, and cultural references, where storytelling, hospitality, and craftsmanship seamlessly converge. Each collaboration explores proverbs as a shared cultural language, reinterpreted through contemporary mixology.

With *Proverbi*, Bvlgari Ginza Bar presents a collection that transcends mixology, an immersive journey into Italian identity, where tradition is reimagined through contemporary artistry, and every detail reflects the enduring values of excellence, creativity, and savoir-faire.

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Bvlgari Ginza Bar

Bvlgari Ginza Bar offers a sophisticated yet playful atmosphere that celebrates the artistry of cocktail-making. Bvlgari Ginza Bar team presents a cocktail menu where timeless classics and modern innovation come together, including a signature collection inspired by Italy’s rich cultural



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heritage. This forward-thinking approach earned the bar its first appearance on the ASIA'S 50 BEST BARS list in 2024.

About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm ACPV Architects Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize the Bvlgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine, and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour, and its magnificent Italian jewelry heritage.

Bvlgari Hotels & Resorts collection includes properties in Milan, London, Bali, Beijing, Dubai, Shanghai, Paris and the recently added ones in Rome and Tokyo.

Five additional hotels and resorts are coming soon to Miami, Bodrum, Maldives, Cave Cay and Abu Dhabi between 2026 and 2030.

INFO

Address: 10F Bvlgari Ginza Tower 2-7-12 Ginza, Chuo-ku, Tokyo

Opening times:

From Sunday to Wednesday: 17:00~23:00

From Thursday to Saturday: 17:00~01:00

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