



FOR IMMEDIATE RELEASE

CAMPARI® AND *IMBIBE* MAKE ANOTHER TOAST TO CHARITY IN THIRD-ANNUAL NEGRONI WEEK, JUNE 1-7

Participating Bars Around the World Come Together for Seven Days to Celebrate a Three-Part Cocktail and One Simple Way to Give Back

SAN FRANCISCO (March 2, 2015) – Once again, it's time to raise a glass to a good cause. One part charity, one part Negroni and one part fun, Campari® and *Imbibe* magazine will present the third annual Negroni Week from June 1-7, 2015. During Negroni Week, a portion of the proceeds from every Negroni or Negroni-related item sold at participating retailers, bars and restaurants worldwide will be donated to the charity of their choice. In addition, Campari America will donate \$10,000 to the top fundraising establishment's charity.

Last year, over 1,300 bars and restaurants in 18 countries participated in Negroni Week, including US cocktail institutions like PDT, Saxon + Parole, The Eveleigh, Comstock Saloon, The Broken Shaker and The Berkshire Room, raising more than \$120,000 for charities. The bar that raised the most money in 2014 was HG Sply Co. in Dallas, Texas. Their chosen charity, Genesis Shelter, received a \$10,000 donation from Campari because of their outstanding efforts. With the addition of off-premise retailers in 2015, Campari expects to see an even greater enthusiasm for the movement, allowing fans to support a local charity from the comfort of their homes or while out painting the town red. Based on 2014 enthusiasm, Campari's participation in Negroni Week is going international in 2015 with the theme: "A drink for your cause, make it count."

"We were blown away by the support, excitement and charitable donations raised by Negroni Week in 2014; it was something we never imagined possible," said Umberto Luchini, Head of Marketing, Campari America. "The passion around Negroni Week was magnetic last year: bartenders bottling Negronis; confectioners making Negroni pies, ice cream and donuts; and even artists crafting Negroni-inspired artwork – all in the name of charity. On the first day, there was a #NegroniWeek tweet every 30 seconds. We couldn't be more thrilled to promote such a worthy cause again this year."

Karen Foley, Publisher of *Imbibe*, adds, "When we launched Negroni Week three years ago, we never imagined it would receive such an incredible response. We are so proud

of what we've all been able to accomplish collectively through Negroni Week. To see bars around the world raising money for causes that are meaningful to their communities means so much to us, and we are excited to expand our reach even more in 2015. It's amazing to see the hospitality community come together for this kind of international effort, and we are proud to be part of it."

Negroni Week 2015, which also has a partner in the U.S. Bartender's Guild (USBG), uses the classic Negroni cocktail – made with, and only with, one part Campari, one part gin and one part sweet vermouth – as the catalyst to help raise funds for worthy causes important to the bars and restaurants it serves.

"Negroni Week is a moment when the bartending community comes together in the name of charity and one of the world's most iconic classic cocktails," said Dave Nepove, President, USBG. "It's a celebration of what our community stands for - creating an unforgettable drink experience for our patrons – mixed with the socially driven nature of wanting to give back."

Bars and restaurants interested in signing up can go to www.NegroniWeek.com, the central online hub where consumers can also find a list of participating retailers, bars and restaurants as well as recipes and news.

To celebrate the week, Campari and *Imbibe* will host events in markets across the U.S. benefiting local charities. Negroni fans around the world will be encouraged to follow along and spread the word via social media using the hashtag #NegroniWeek on Twitter, Facebook and Instagram.

Invented in Florence, Italy, in 1919, the exceptionally easy-to-create and even easier-to-enjoy Negroni is considered an aperitif – a drink traditionally consumed before a meal to stimulate the appetite. It can be served up in a cocktail glass or on the rocks, and it is always stirred, never shaken. For more information on the Negroni and Campari, visit www.Campari.com.

About Negroni Week

In the summer of 2013, *Imbibe* magazine launched Negroni Week, a celebration of one of the world's great cocktails and an effort to raise money for charitable causes around the world. Now in its third year, *Imbibe* has teamed up with Campari to present Negroni Week 2015. From June 1-7, retailers, bars and restaurants around the world will be mixing Negronis and selling Negroni-related items while donating a portion of proceeds from each sale to a charity of their choice. For more information, including a list of participating bars and upcoming events, visit www.negroniweek.com and follow the hashtag #NegroniWeek.

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About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies

were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

Campari America is headquartered in San Francisco, California. More information on the company can be found at www.campariamerica.com, www.facebook.com/campariamerica, Twitter: [@CampariAmerica](https://twitter.com/CampariAmerica) and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol**, **Appleton Estate**, **Campari**, **Cinzano**, **SKYY** and **Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>

Please enjoy our brands responsibly

About Imbibe

Imbibe is the ultimate guide to liquid culture. In every issue of the James Beard award-winning magazine and on imbibemagazine.com, you'll find the best drink recipes and everything you need to know about the people, places, flavors and cultures of drinks. Imbibe is a media company encompassing a magazine, website, books, videos, events and charitable initiatives, such as Negroni Week. Follow Imbibe on Twitter, Facebook and Instagram: [@imbibe](https://twitter.com/imbibe).

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