



## **Food Network Star Giada De Laurentiis and Frangelico® Team Up to Bring Italian-Inspired Cocktails and Cuisine to the At-Home Entertainer**

*First-of-Its-Kind Partnership for the Classic Italian Hazelnut Liqueur Taps into Culinary Expertise of Beloved Chef and Personality with 'Live La Bella Vita' Campaign*

SAN FRANCISCO (July 9, 2015) – Italian drinking culture is having a renaissance. From the Aperol® Spritz to the Campari®-based Negroni, Italian liqueurs hailing from as far north as Venice and as far south as Sicily are having their moment. Today, Italy's hidden gem from the Piedmont region joins the ranks, as Frangelico®, the original Italian hazelnut liqueur, announces an exciting partnership with EMMY®-award winning Food Network chef Giada De Laurentiis.

With the goal of helping the at-home entertainer discover and share the enjoyment of Italian cocktail and cuisine pairings, the partnership is a first-of-its-kind for the famous brand in the unique monk-inspired bottle. De Laurentiis will provide inspirational culinary, cocktail and entertaining tips as part of Frangelico's new 'Live La Bella Vita' campaign.

With her impressively loyal following and online presence that boasts more than 2.4 million followers, De Laurentiis will encourage foodies and cocktail enthusiasts to "live the good life" through enjoyable dining moments with friends, while simultaneously introducing them to the heritage-rich Frangelico, Italy's best-kept secret for conjuring magical times with friends.

"I grew up with the 'Live La Bella Vita' attitude. It's a zest for life that celebrates the here and now," said Italian-born De Laurentiis. "Frangelico is a perfect partner because how many of us have bonded over great cocktails and food? I want to inspire consumers to create occasions where they gather at the table with friends and family to truly suspend time over dinner and delicious drinks – the essence of Italian living."

It's the "Live La Bella Vita" philosophy that drives the new partnership, where De Laurentiis will develop recipes and entertaining tips to share on social media channels and Frangelico's digital platforms using the hashtag #LiveItalian. De Laurentiis will also create Seasonal Cocktail Party Guides, which will include an introduction, drink recipe, menu items, entertaining tips and images to illuminate, ignite and brighten consumers' Frangelico experiences with friends via four thematic: La Bella Vita (Italian lifestyle); Holiday; Valentine's Day; and Spring Al Fresco. The partnership officially kicks off this summer.

“There is a global spotlight on Italian culture, cuisine and cocktails right now, so the time felt right to reinvest in Frangelico by tapping into a globally-renowned personality who brings style and sophistication to the dining and entertaining experience,” said Umberto Luchini, VP of Marketing for Campari America. “Giada is the ideal persona to encourage friends and family to take the time to gather, savor and enjoy the delights of fresh, seasonal cuisine and delicious drinks together ....the Italian way.”

Steeped in Italian history, Frangelico’s origins date back more than 300 years to the presence of Christian monks living in the hills of the Piedmont region of northern Italy. Their skills in fine food and drinks included the art of distilling, especially the use of the wild hazelnuts and other precious ingredients to create recipes such as the one on which Frangelico is based today. Frangelico is a premium hazelnut Italian liqueur with a light profile and easy mixability. Its light golden liquid is distilled from locally grown Piedmont hazelnuts, and its packaging conveys the centuries of Italian tradition and history behind it.

### **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.

### **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>

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