



**FOR IMMEDIATE RELEASE**

**NEGRONI WEEK 2015 ACHIEVES RECORD-BREAKING DONATIONS  
FOR CHARITIES AROUND THE WORLD**

***Charitable Fundraising Venture Around Iconic Cocktail Nearly Triples Contributions in 2015***

**SAN FRANCISCO (September, 22, 2015)** – After months of tallying, the results are in! Negroni Week, the international fundraising collaboration between [Campari](#)<sup>®</sup>, Italy’s iconic bitter red liqueur, and [Imbibe Magazine](#), has defied expectations for the third year in a row, raising \$321,365 for more than 1,700 local charities.

In its third year, Campari took Negroni Week (June 1-7, 2015) to a global level and new heights, building on the success of previous U.S. activations in 2013 and 2014. The increased global participation this year from more than 3,500 businesses spanning six continents - from the U.S. and Italy, to places like Brazil, Germany, Australia, India, and China – helped Negroni Week nearly triple the charitable contributions made by the venture in 2014.

The week-long initiative drives charitable efforts by tapping the rising popularity and demand for the Negroni, a classic cocktail created in Florence around 1920 by Count Camillo Negroni, made from equal parts Campari, gin and sweet vermouth. During Negroni Week, a portion of the proceeds from every Negroni or Negroni-related item sold at participating bars, restaurants and retailers worldwide was donated to the charity of their choice.

Campari America sweetened the initiative with a pledge to donate \$10,000 to the top fundraising establishment’s charity. The bar that raised the most money in 2015 was Grand Banks, an award-winning bar built aboard a historic boat docked in New York City, NY. Their chosen charity, [The Maritime Foundation](#) is a non-profit organization whose mission is to preserve artifacts of maritime history. Other top US performers included HG Sply Co. in Dallas, Lighthouse Bar in Rhode Island, Public Works in San Francisco, and Trade in Boston.

Social media played an integral role in helping to spread the word globally, with the initiative achieving more than 159 million social impressions. Over the course of just one week, there were 17,000 tweets and an average of one Instagram post per minute.



Bob Kunze-Concewitz, CEO of Gruppo Campari, comments, “This year’s Negroni Week was an incredible accomplishment for all those involved. Launching around the world for the first time, nearly tripling participation and reaching millions globally through social media, truly demonstrates the consumer appreciation of the initiative. We are thrilled to be part of this global movement that unites communities in raising money for causes that mean the most to them.”

Karen Foley, Publisher of Imbibe, adds, “To see bars across the globe coming together to embrace Negroni Week and support charities that are important in their communities is a testament to the generosity of this industry. We’re proud to have taken Negroni Week to even greater heights this year and are excited to begin planning next year’s festivities.”

###

**Notes to Editors:**

<b>Top Five Countries by Number of Participating Venues</b>	
United States	2,183
Germany	250
Australia	207
Canada	198
Belgium	171

<b>#NegroniWeek Social Statistics*</b>	
Estimated impressions on Twitter	159 million
Total Twitter conversation around Negroni Week	24,712
Unique users involved on Twitter	15,755
Top 5 Countries for #NegroniWeek	USA, Brazil, Italy, Germany, Canada
#NegroniWeek images shared on Instagram	18,537

\*Campaign period March 1 to June 30, 2015.

**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 again 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](http://www.negroniweek.com) and follow the hashtag #NegroniWeek.

**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 2 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](http://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.

#### **For more information please contact:**

M Booth  
Eileen Clark/Kacie Friedman  
[Campari@MBooth.com](mailto:Campari@MBooth.com)  
212-481-7000