



## **CAMPARI® AND *IMBIBE* MAKE ANOTHER TOAST TO CHARITY IN FOURTH-ANNUAL NEGRONI WEEK, JUNE 6-12**

*Global Registration on [NegroniWeek.com](http://NegroniWeek.com) Officially Opens for One of the Largest Fundraising Events in Spirits Industry History*

**SAN FRANCISCO (April 5, 2016)** – Campari, Italy’s iconic red bittersweet apéritif, has joined forces for a fourth year with [Imbibe Magazine](#) to present Negroni Week, a week-long charity initiative fuelled by bartender and consumer love for the popular classic cocktail. The Negroni - an iconic mix of equal parts Campari, gin and sweet vermouth – has become a bittersweet favorite among cocktail fans worldwide who each year join forces to raise a drink for their cause. From June 6-12, 2016, 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 2015, more than 3,500 bars, restaurants, and retailers across 44 countries participated including the US, Italy, Brazil, Australia, India and China, raising more than \$320,000 for charities worldwide. 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](#), a non-profit organization whose mission is to preserve artifacts of maritime history, received an additional donation from Campari due to their outstanding fundraising efforts.

Joining the fun this year is easy: Simply pick the charity that means the most to you, your employees and your community; go to the official website, [NegroniWeek.com](http://NegroniWeek.com) and sign up; then promote your Negroni-themed fundraiser June 6-12.

This year [NegroniWeek.com](http://NegroniWeek.com) has been fully redesigned to make signing up to participate and finding a participating account in your area that much easier. In addition to news, recipes, and merchandise sections, the website will spotlight participating bars, events, and charities. The new website even has a multi-lingual sign-up feature—including English, Italian and German—as well as full mobile functionality with geo-location services.

Much of last year’s success can also be attributed to a significant increase in social engagement with both the bartender community and consumers around the world - a trend which Negroni Week aims to build on in 2016. On Twitter, #NegroniWeek was used over 15,000 times throughout the week, while the initiative’s Instagram presence increased by 290% compared to the previous year, signifying the excitement for Negroni Week globally.

“We are delighted to be partnering with Imbibe again to continue supporting Negroni Week for another year,” said Bob Kunze-Concewitz, CEO of Gruppo Campari. “We strongly believe the ever-increasing demand for bitter cocktails, and the overall appreciation for classics such as the Negroni, will continue to attract and delight new consumers driving this year’s expansion, and, of course support Negroni Week’s goal to raise money for worthy, charitable causes, close to the hearts of the bartender community. With the conversation taking over social media last year, we’re looking forward to seeing even more bars, restaurants and retailers sign up, as well as asking consumers to cheers for a cause by ordering a Negroni!”



Karen Foley, Publisher of *Imbibe*, adds, “We are very excited to team up once again with Campari for 2016’s Negroni Week. We are tremendously proud of what we have all accomplished collectively through Negroni Week. To see bars across the globe raising money for meaningful causes is incredibly inspiring, and we are looking forward to expanding our reach even further in 2016. It’s amazing to see the global hospitality community join together for this effort, and we are honored to play a part.”

Campari will support Negroni Week with a full 360-degree promotional program in the US, including advertising, events, in-bar activations, social media and public relations.

**-ENDS-**

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**About Negroni Week**

In 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. Now in its fourth year, *Imbibe* has teamed up with Campari to present Negroni Week 2016 on a global scale. From June 6<sup>th</sup> to 12<sup>th</sup>, bars around the world will be mixing Negronis and donating a portion of proceeds from each one sold to a charity of their choice. For more information, including a list of participating bars and upcoming events, visit [negroniweek.com](http://negroniweek.com) and follow the hashtag #NegroniWeek.

**About Campari**

Campari is a contemporary and charismatic classic. The recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

**About The Negroni**

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano but decided it was time for a change. He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honor Count Camillo Negroni’s request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count’s ‘usual’ became known as Count Negroni’s Americano, or the “Americano with a touch of gin”, but whatever it was referred to as back then, the Negroni was born. The Negroni is one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the perfect Negroni. The original recipe, an iconic combination of ingredients, is almost a century old and continues to be enjoyed



by mixologists and Campari fans alike today. For more information on the Negroni and Campari, visit [www.campari.com](http://www.campari.com).

### **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 Vodka 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 will find the world's top drink destinations, recipes and in-depth stories—everything you need to know about the people, places and flavors of drinks. Imbibe also publishes [cocktail books](#) and produces drink-related events, including [Negroni Week](#).