



FOR IMMEDIATE RELEASE

**APEROL® JOINS 'SPRITZ' BOOK TOUR,
HIGHLIGHTING HISTORY AND CULTURE OF ICONIC ITALIAN COCKTAIL**

*Partnership Celebrates Beloved Drink Through Stateside Tour
Spotlighting Spritz Recipes, Stunning Art, and Narrative Essays*

SAN FRANCISCO (April 7, 2016) – Aperol®, the globally renowned bright orange Italian liqueur, headlines a U.S. Spritz Tour as the official spirit partner of “Spritz: Italy’s Most Iconic Aperitivo Cocktail, with Recipes” by the editor-in-chief of *Punch* Talia Baiocchi and former deputy editor of *Punch* Leslie Pariseau. The tour, which runs April through September, spotlights an entertaining and illuminating examination of the classic aperitivo cocktail and the drink’s rising popularity via narrative essays, stunning photographs, and art deco-inspired illustrations.

A refreshing bitter and bubbly cocktail, the Aperol Spritz - #1 cocktail in Italy* - is fast becoming a favorite outside of Italy, extending to neighboring countries and now making a splash in the U.S. The original “Spritz” recipe – also commonly known as the “Spritz Veneziano” – features Aperol as its key ingredient and was added to the International Bartenders Association’s Official Drink list in 2011. Its recipe is easy as 3-2-1 – consisting of 3 parts Prosecco, 2 parts Aperol, and 1 splash club soda in a balloon glass over ice – topped off with a slice of orange. It’s the perfect low-proof cocktail that can be enjoyed during brunch, as a lighter option for an after-work get-together, or as a true Italian aperitif before dinner.

“We’re honored to partner with authors Talia Baiocchi and Leslie Pariseau to bring the spritz and classic Italian culture to audiences across the U.S.,” said Richard Black, VP Marketing of Vodka and Cordials for Campari America. “With Aperol being one of the most beloved spirits in Italy, and the Aperol Spritz fast becoming a cult favorite around the world, our partnership with the ‘Spritz’ book tour allows us to continue to bring awareness and joy to cocktail lovers everywhere.”

In “Spritz,” Baiocchi and Pariseau go on a journey to uncover the drink’s origins; dig up its unlikely history and culture; explore the evolution of the aperitivo cocktail throughout Northern Italy; and document the spritz’s revival around the world. From regional classics to modern variations, “Spritz” includes 50 recipes from some of America’s most lauded bartenders, a guide to building a spritz bar, and a collection of food recipes for classic Italian snacks to pair alongside.

“The spritz is less a cocktail in the traditional sense, and more a way of living—an attitude, a mantra,” said Baiocchi. “It is a modern symbol of *la dolce vita*, both in Italy and, increasingly, around the world.”

The “Spritz” book tour runs April through September, making for the ideal time to enjoy the “spritz season,” and will make stops in New York, Los Angeles, San Francisco, Miami, New Orleans, Washington, D.C., Philadelphia, Houston, Austin, Portland, and Seattle. For more

information, visit <http://punchdrink.com> and join the online conversation around the Aperol Spritz by following #AperolSpritz. “Spritz: Italy’s Most Iconic Aperitivo Cocktail, with Recipes” is available for \$18.99 hardcover, online and at retailers nationwide.

*Source: GfK Total Single Source Panel data – Italian market release 2014.2, processed by DCM S.p.A.

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About Aperol:

Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians' favorite liqueurs. It is light on alcohol at only 11 per cent by volume and 15 per cent by volume in France and Germany, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day. Aperol is a lively drink that evokes the Italian lifestyle, from the aperitif hour to an evening in the piazza (square). Sunny and best enjoyed with friends, the unique Aperol taste is deliciously Italian, but with a totally international appeal. Mixed with Prosecco and a splash of soda, Aperol makes the perfect Aperol Spritz, the irresistible drink that has taken Italy by storm and fast becoming a cult outside of Italy, extending to neighboring countries and even across the continent.

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.