



UNDER EMBARGO UNTIL JANUARY 24, 2017
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**CLIVE OWEN AND PAOLO SORRENTINO LEAD FILM (R)EVOLUTION
AS CAMPARI® RED DIARIES 2017 KILLER IN RED IS UNVEILED**

New Project Reinvents Iconic Annual Campari Calendar as Captivating Series of Short Films

ROME (January 24th 2017) – Today, [Campari®](#), Italy's iconic bittersweet red aperitif, officially unveils the **Campari Red Diaries**, a holistic (r)evolution to the famed, annual Campari Calendar. A departure from its classic calendar format of photographic stills, Campari Red Diaries is a series of short films that showcases how "every cocktail tells a story." The series celebrates cocktails as a powerful vehicle for expression, and shines a light on what inspires bartenders to share their craft. Campari Red Diaries launches today in Rome, the symbolic hub of Italian cinema. The project can be viewed exclusively on [Campari's YouTube channel](#).

The lead story in the series, ***Killer in Red***, is a short film starring Golden Globe™ winning actor **Clive Owen** and written and directed by **Paolo Sorrentino**, the Italian internationally-renowned award-winning director most recently known for his work on the highly anticipated HBO series "The Young Pope." Set in a luxurious bar, the noir film captures Clive Owen's transformation from ordinary man to notorious bartender of the early 1980s, as he recounts the story behind the creation of a cocktail called "Killer in Red." The film jumps between the past and present, using original costumes from the 1980s and a cast of more than 170 people to portray the era's energy and style.

According to legend, Clive's character, Floyd, has a talent for reading his clients and crafting a cocktail that perfectly fits their character. In the film, this talent is revealed when viewers meet the "Lady in Red," played by actress **Caroline Tillet**. As the story unfolds, it becomes clear that the Lady in Red is far more complex than Floyd could have ever expected. In typical Sorrentino style, the film's ending lets the audience come to their own conclusion, while reinforcing Campari's ethos that every cocktail tells a story.

Clive Owen, *Killer in Red* star and protagonist, comments, "*Campari Red Diaries was a very easy project to say yes to. I loved the fact that it was a short movie with a proper story, as opposed to a commercial; the fact that it was being directed by Paolo Sorrentino was a great attraction. I think Sorrentino is one of the best directors out there – an imaginative visionary.*"

Paolo Sorrentino, director and screenwriter of *Killer in Red*, adds, "*I am proud to have been involved in this Campari project for two reasons. First, because of all the other incredible artists that had the privilege to work with the brand in the past. My name is now mentioned in the same breath as Depero, Fellini and others, even if it probably shouldn't. I am also proud because this project, at least compared to Campari's work in the past, is unusual - I like being involved in pioneering projects.*"

Killer in Red ignites the **Campari Red Diaries** journey and is complemented by a collection of **12 cocktail stories** from the world's leading bartenders, filmed by emerging Italian director **Ivan Olita**, where viewers are guided through the magic and personality behind the creation of each Campari cocktail highlighting the culture of mixology. The US bartender featured is the legendary Julie Reiner, co-owner of cocktailing institutions Clover Club, Leyenda and Flatiron Lounge. A 2011 James Beard Award nominee for Spirits

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Professional of the Year, Julie Reiner is an icon of the NYC cocktail scene, acquiring accolades from “Best New Cocktail Lounge in the World” and “Best American Cocktail Bar” to “Best Bar Mentor” at the industry’s annual Spirited Awards®.

Keeping with the tradition of the Campari Calendar from years past, the *Killer in Red* protagonists and the bartenders behind each of the **12 cocktail stories** are captured in the **Campari Red Diaries Calendar Book**. Shot by acclaimed Argentinian photographer **Ale Burset**, the Calendar Book encapsulates the essence behind each story and its bartender narrator. As in previous years, only 9,999 copies have been printed and will not go on sale but will be shared among friends of Campari around the world.

Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari comments, *“I am excited to launch this year’s truly unique campaign in Rome, allowing us to once again surprise and delight Campari fans all over the world by taking the brand into uncharted territory. Using film as a vehicle for the campaign has allowed us to depict the multifaceted artistry of cocktail making as well as continuously challenging ourselves to drive our iconic status as a world-renowned contemporary global brand. This year’s campaign takes on a new medium without severing ties with our past Campari Calendars which is exactly our approach to the brand - to innovate without ever forgetting our heritage. I am extremely proud of the result, which I must attribute to the array of professionals we have been lucky to work with, from Paolo Sorrentino, Clive Owen, Ale Burset and Ivan Olita, all of whom have left their own special mark not only on the campaign but the history of Campari.”*

J. Walter Thompson Milan created the Campari Red Diaries concept, including the original story of *Killer in Red*, of which the screenplay was written by Paolo Sorrentino. Campari Red Diaries, including *Killer in Red*, was produced by Filmmaster Productions.

www.campari.com

#Campari #RedDiaries

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For more information visit:

www.campari.com

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<https://www.facebook.com/CampariUS>

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ABOUT CAMPARI RED DIARIES

A holistic evolution to the late Campari Calendar, the first edition of Campari Red Diaries shines a light on the experiences and emotions that inspire bartenders to create and share their craft; bringing to life the powerful ethos that “every cocktail tells a story” while celebrating cocktails as a form of art and a powerful vehicle of expression. Captivating month by month, Campari Red Diaries 2017 harnesses the richness of storytelling with bartenders as the narrators.

ABOUT CAMPARI

Campari is a contemporary and charismatic classic. The secret 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 GRUPPO CAMPARI

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group’s key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group’s growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Headquartered in Milan, Italy, Campari owns 18 plants and 4 wineries worldwide and has its own distribution network in 19 countries. The Group employs approximately 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en. Please enjoy our brands responsibly.

CREDITS

CAMPARI RED DIARIES:

- Client: Campari
- Creative Agency: J. Walter Thompson Milan
- Production House: Filmmaster Productions

KILLER IN RED SHORT MOVIE:

- Director: Paolo Sorrentino
- Screenplay: Paolo Sorrentino
- Leading Actor: Clive Owen
- The Red Lady: Caroline Tillet



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- Supporting Actors: Tim Ahern, Linda Messerklinger, Tom Ashley, Steve Osborne, Emily M. Bruhn, Denise Capezza
- Director of Photography: Daria D'Antonio
- Original Music: Lele Marchitelli
- Production Designer: Andrea Rosso
- Costume Designer: Carlo Poggioli
- Hair Stylist: Aldo Signoretti
- Make-Up Artist: Maurizio Silvi

Clive Owen wears Giorgio Armani

Caroline Tillette's dress and swimwear are designed by Carlo Poggioli and made by *Il Costume*.

Caroline Tillette's jewels are kindly provided by Bvlgari

Filmed at CinecittaStudio

CAMPARI RED DIARIES CALENDAR BOOK:

- Killer in Red & Bartenders Photographer: Ale Buset – 1806
- Costume Designer: Eleonora di Marco
- Make-up & Hair stylist: Tiziana Porazzo, Claudia Pompilli
- Behind the Scenes Photographer: Francesco Pizzo
- Cocktail Imagery: PEPE Fotografia

COCKTAIL STORIES VIDEOS:

- Director: Ivan Olita
- Director of Photography: Gigi Martinucci
- Production Designer: Andrea Rosso