



#NEGRONIWEEK 2017 IS COMING: CAMPARI® AND *IMBIBE* MAGAZINE TEAM UP FOR FIFTH ANNUAL GLOBAL CHARITY INITIATIVE JUNE 5-11

*International Registration Now Open on NegroniWeek.com
with New Upgrades to Reflect Initiative's Rapid Growth*

SAN FRANCISCO (April 27, 2017) - [Campari](http://Campari.com)®, Italy's iconic red bittersweet apéritif, is teaming up with [Imbibe Magazine](http://ImbibeMagazine.com) for the return of Negroni Week from June 5-11, 2017. Now in its fifth year, the week-long international charity initiative will once again bring bars, restaurants and vendors from around the world together over the classic Negroni cocktail – an iconic mix of Campari, gin, and sweet red vermouth – to raise money and awareness for great causes. Growing from just 100 bars in the US in 2013 to thousands of participants from 40 countries internationally in 2016, Campari and *Imbibe* are excited to announce several new upgrades to the initiative aimed at ensuring bigger and better charitable successes.

New this year, participating businesses can now choose from a curated list of 42 charities, including many of the most popular charities from the last two years. Also new in 2017 is an upfront donation (recommended \$100, minimum of \$25) made directly through the Negroni Week website, making the charitable giving simpler and more impactful. The new sign up and donation process will guarantee that Negroni Week has a much stronger impact on participating charities, while concentrating the funds raised to ensure that each charity benefits as much as possible.

Beyond the initial donation, participants will also be able to contribute additional funds that they've raised throughout the week at anytime during Negroni Week on the website. Setting the bar high from the get-go, Campari will be donating \$10,000 to the US charity that receives the top donation amount, and \$1,500 to each US charity participating in Negroni Week.

Several national chain partners including Sage Restaurant Group and Norwegian Cruise Lines, in addition to almost 100 independent partners such as Park Tavern and Elixir in San Francisco have already joined the cause for 2017. Bars, restaurants and vendors looking to take part can sign up simply by visiting www.negroniweek.com from today through June 1. The sign up process has been streamlined this year to make joining the fun even easier.

Bringing the initiative beyond the bar and into the marketplace, a portion of proceeds from the sales of nationally-available items such as a Campari-branded red bicycle from PUBLIC, a Negroni-red Baggu tote, and fire red-tinted sunglasses from Sunski, among other items, will be donated to charity. National partner Lyft will also offer coupon codes to new users to help riders safely get around during Negroni Week, as well as provide unique coupon codes to each venue that participates in Negroni Week to share with their customers. The top three venues with the most redemption codes will receive an additional donation to their designated charity on behalf of Lyft.

Bringing the "A Drink for Your Cause" motto to life, Campari will be celebrating the fifth year of Negroni Week with engaging charitable events from coast to coast, including kickoff events in San Francisco, Portland, and New York, to benefit the SF-Marin Food Bank, Outside In, and City Harvest, respectively. Additionally, renowned industry icon Tony Abou-Ganim will host the third annual "Team Negroni" bike rides, currently recruiting bartender and bicycling



enthusiast team members, through seven cities to benefit the Helen David Relief Fund, a program of the USBG National Charity Foundation.

Campari is committed to supporting the trade community's fundraising efforts as well. This year, Campari is teaming up with both the U.S. Bartenders' Guild (USBG), as well as SHARE – a nationwide community that offers support to women diagnosed with breast and ovarian cancers – via SHARE's partnership with Speed Rack, the all-female speed bartending competition benefitting breast cancer research, education and prevention. Multi-city events will be held with both the USBG and SHARE/Speed Rack to raise money for each charitable cause.

"We are so honored to see Negroni Week continue to grow year-over-year as we partner with *Imbibe* to bring the world's passion for this iconic cocktail to life," said Bob Kunze-Concewitz, CEO of Gruppo Campari. "Negroni Week is something that remains extremely close to our hearts and it is great to see the bartending community - and now, so many artisans and retailers - come together with our consumers each year to show their generosity for such worthy charitable causes. It is sure to be an unforgettable week and we are encouraging businesses from all corners of the world to sign up!"

"We are delighted to be teaming up once again with Campari for Negroni Week 2017," added Karen Foley, Published of *Imbibe*. "We are tremendously proud of how Negroni Week has grown and evolved over the years, and we are constantly amazed by the level of support from bars, restaurants, and vendors across the globe. It's wonderful to be able to provide a platform where so many different types of businesses come together on an international scale to raise money for meaningful causes. We hope that by streamlining the sign-up and donation process, 2017 will bring more participation and giving than ever before."

Stay up-to-date on all Negroni Week news by following [@CampariUS](#) and [@Imbibe](#) on Facebook, [@CampariUSA](#) and [@Imbibe](#) on Instagram, [@Campari](#) and [@Imbibe](#) on Twitter, and engaging with the #NegroniWeek hashtag.

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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 fifth year, *Imbibe* has teamed up with Campari to present Negroni Week 2017. From June 5-11, 2017, bars around the world will be taking part in Negroni Week, inviting people to celebrate the classic cocktail while also raising money for some worthy charitable causes. For more information, including a list of participating bars and upcoming events, visit 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 crafted from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red color, intense aroma and inspiring flavor, 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. The International Bartenders Association (IBA) lists Campari as an official ingredient for the classic Negroni, and thus, there is no Negroni without Campari! For more information on the Negroni and Campari, visit www.campari.com.

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](#). Gruppo Campari 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, Gruppo Campari owns 18 plants and 1 winery worldwide and has its own distribution network in 20 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

About Imbibe

Imbibe is the ultimate guide to liquid culture. In every issue of the James Beard award-winning magazine and on imbibemagazine.com, you'll 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](#).