



## #NEGRONIWEEK BREAKS RECORDS FOR FIFTH YEAR IN A ROW

*More than 7,000 Venues Worldwide Participated in the Annual International Event,  
Raising More Than a Half Million Dollars for Charitable Causes Across the Globe*

**SAN FRANCISCO (August 24, 2017):** #NegroniWeek, the international fundraising initiative presented by [Imbibe Magazine](#) and [Campari](#)<sup>®</sup>, Italy's iconic red bittersweet apéritif, broke its own record for the fifth year in a row, raising \$537,000 for a range of charities around the world and bringing total donations to almost \$1.5 million over the lifetime of the program. The week-long charity initiative, which bring bars, restaurants and vendors from around the world together over the classic Negroni cocktail, also hit a new high in account participation with 7,700 venues activating from June 5<sup>th</sup> – 11<sup>th</sup> this year.

Since its launch in 2013 with around 120 bars participating, Negroni Week has grown to include participants from over 60 countries. In 2017, the U.S. was the most represented country, making up 39% of all participating venues.

This year's top overall fundraiser, also from the U.S., was Kettner Exchange in San Diego, which raised donations for Negroni Week charity partner [One More Wave](#), a non-profit providing wounded or disabled veterans access to surfing to achieve therapy through the ocean. To further support their efforts, Campari will donate an additional \$10,000 to One More Wave, and will send an additional \$1,500 to the rest of the 41 official Negroni Week charities listed on [NegroniWeek.com](#). Other top U.S. participants included ABV in San Francisco raising money for SHARE, Eataly in NYC's Flatiron district raising funds for City Harvest and the Exchange Whiskey Bar in South Bend benefiting Water for People.

"These generous donations will be assisting 15-20 veterans in receiving custom surfboards, custom wetsuits, ancillary equipment, and a score of other assistance items," said One More Wave Vice President Kyle Buckett. "By empowering One More Wave, Negroni Week will not only provide the custom equipment needed, but also impact individuals who may be dealing with anxiety, depression, and PTSD. The therapy these individuals will be able to achieve because of Negroni Week will not only impact their lives, but also their families."

One More Wave is just one of many charity partners receiving support from Negroni Week. The money raised from Negroni Week 2017 will have a direct impact in many ways such as:

- [OzHarvest](#) will be able to deliver 23,629 meals to those in need.
- [PAWS](#) will be able to food, toys, and identification microchips to all of the kittens in their care that are waiting to find homes.
- [The Arbor Day Foundation](#) will be able to plant almost 5,000 trees in a forest of greatest need.
- [The Greater Chicago Food Depository](#) will be able to provide 22,545 meals for those in need.
- [Water for People](#) will be able to supply clean water for a year to over 500 people.
- [Lovin' Spoonfuls](#) will be able to recover 15,000 pounds of food and redistribute it to those who need it most.
- [Refugee Canteen](#) will be able to launch The Refugee Canteen Academy Bar, which will allow them to train refugees on how to get a successful start in hospitality.

*Enjoy Campari Responsibly*



- [Muttville](#) will be able to save almost 20 new senior dogs.
- [SHARE](#) will be able to expand their national support group program for women living with breast and ovarian cancer.
- [Banco de Alimentos](#) will be able to feed an estimated 25,800 children.

Bob Kunze-Concewitz, CEO of Gruppo Campari, noted that *“It has been amazing to see the growth of Negroni Week year-over-year, and the incredible donations and participants in 2017 are a sheer testament to the hard work and generosity of all those involved. We are so honored to be part of Negroni Week and once again see the world’s passion for this iconic cocktail come to life. Thank you to everyone who helped make Negroni Week 2017 the best year yet.”*

Karen Foley, Publisher of Imbibe, added: *“We are very proud of how Negroni Week has evolved over the years, and once again we’re amazed by the level of support from bars, restaurants and retailers across the globe. It’s wonderful to be able to provide a platform for the hospitality industry to come together on an international scale to raise money for such meaningful causes, and we would like to thank everyone who helped make Negroni Week 2017 such a tremendous success.”*

Negroni Week 2018 will take place in June of next year, and once again bring together charities, bartenders and Negroni fans worldwide over the iconic cocktail. Stay tuned for an announcement of next year’s dates, and until then, toast to this collaborative and monumental effort with a Negroni!

**-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 fifth year, *Imbibe* teamed up with Campari to present Negroni Week 2017. From June 5th to 11<sup>th</sup> 2017, bars around the world took part in Negroni Week, inviting people to celebrate the classic cocktail while also raising money for some great charitable causes. 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 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](http://www.campari.com).

### **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®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **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 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](#).