



## ZOE SALDANA SCORCHES IN RED AS STAR OF 2018 CAMPARI® RED DIARIES

*Short Film “The Legend of the Red Hand” Premieres Next Year, Celebrates  
Worldwide Bartender Talent*

**MILAN (October 25, 2017)** – [Campari®](#), Italy’s iconic bittersweet red aperitif, today announces the return of **Campari Red Diaries**, the series of short films focused on the notion that “every cocktail tells a story.” The 2018 release features a hallmark short movie steeped in intrigue, leading viewers on a journey in pursuit of the perfect cocktail.

*The Legend of the Red Hand* stars globally renowned actress **Zoe Saldana**, known for her roles in *Avatar* and *Guardians of the Galaxy*, and is directed by **Stefano Sollima**, regarded for his work in Italy on *Gomorrah* and the upcoming movie, *Soldado*. In its second year running, Campari Red Diaries celebrates worldwide bartending talent as well as the film’s “Red Hands,” masters of the world’s best cocktails.

This short film follows the international success of the 2017 edition of Campari Red Diaries, which featured actor Clive Owen as a notorious bartender in a short titled *The Killer in Red*. This year’s celebration is another thrilling mystery that tells the story of Mia Parc, played by Zoe Saldana, and her search for the perfect cocktail. Her journey begins in none other than Milan, the birthplace of Campari.

Director Stefano Sollima creates a tense and captivating story that showcases his expertise in the thriller film genre; he takes viewers on a riveting adventure around the world, while Saldana exudes glamour and finesse in her role alongside Italian actor, Adriano Giannini, the male lead who portrays Mia’s love interest, Davide.

On participating in the film, **Zoe Saldana comments**, “The Campari Red Diaries campaign has a great legacy, so I was delighted to play the role of Mia Parc in *The Legend of Red Hand*. Mia’s character and her sheer determination to reach perfection was a fascinating one to play. Bringing this to life in Milan as the birthplace of Campari, the iconic Italian aperitif, was very special.”

On the creation of the short movie, **Stefano Sollima comments**: “Directing *The Legend of Red Hand* short movie and working alongside such talent as Zoe Saldana and Adriano Giannini was a pleasure. Being Italian, Campari is an iconic brand that has been present throughout my adult life, making it an easy choice to collaborate with. The campaign and the story allows such creativity to create a world of mystery that captivates the viewer and leaves them wanting more.”

**Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari** noted: “This year, our Campari Red Diaries campaign takes a new and interesting turn; we are demonstrating Campari’s ambition for creating the perfect cocktail whilst continuing the celebration of talent in the art of bartending around the world. We are thrilled to have Zoe Saldana, Stefano Sollima and Adriano Giannini at the heart of the movie and look forward to launching the full film and taking our fans on the journey to discover what lies beyond *The Legend of Red Hand*.”

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On his role as Davide, **Adriano Giannini adds:** “Working with Zoe Saldana and Stefano Sollima on *The Legend of Red Hand* has been an absolute pleasure, especially on a short movie for a brand with such rich Italian heritage. Playing Davide, a character named after the founder of Campari, was a great responsibility, and I am excited for viewers to find out more next year.”

*The Legend of Red Hand* will be digitally launched globally in 2018 and celebrated with a red carpet premiere in the place where it all began: Milan. The short movie will also be available on Campari’s [official YouTube channel](#) on the same date. Along with the short film and accompanying premiere in Milan, Campari Red Diaries 2018 will be supported with cocktail recipes from legendary bartender talent from around the world, as well as a coffee table book that immortalizes *The Legend of Red Hand*.

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#Campari #RedDiaries

For more information, visit:

[www.campari.com](http://www.campari.com)

<https://www.youtube.com/EnjoyCampari>

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

<https://instagram.com/campariofficial>

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**ABOUT CAMPARI RED DIARIES**

Launched in 2017, Campari Red Diaries is the evolution of the Campari Calendar. A 360° holistic campaign, with a short movie at the heart, Campari Red Diaries brings to life Campari’s ethos that “every cocktail tells a story”. Campari Red Diaries is launched digitally, with the short movie hosted on Campari’s official YouTube page.

**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**

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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 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](http://www.camparigroup.com/en)

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