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SECOND ANNUAL CAMPARI® RED DIARIES SHORT FILM, *THE LEGEND OF RED HAND*, IS UNVEILED STARRING ZOE SALDANA AND DIRECTED BY STEFANO SOLLIMA

Short Film Debuts in Campari's Birthplace, Celebrates Masters of the World's Best Cocktails

MILAN (January 30, 2018) – Today in Milan, [Campari®](#), Italy's iconic bittersweet red aperitif, launches the second annual Campari Red Diaries short film with the world premiere of ***The Legend of Red Hand***. Continuing Campari's ethos that "every cocktail tells a story," this year's film celebrates the bartender - here known as the Red Hand - and their never-ending journey to create the ultimate cocktail. The film can be viewed live today exclusively on [Campari's YouTube channel](#).

Starring globally-renowned actress **Zoe Saldana**, best known for her work in *Avatar* and the *Guardians of the Galaxy* franchise, and Italian actor **Adriano Giannini**, *The Legend of Red Hand* paints a thrilling mystery that takes viewers around the world in the pursuit of the perfect Campari cocktail. The short film is directed by Italy's award-winning Stefano Sollima.

The short film opens at dusk under the stunning Duomo Cathedral in Milan, the birthplace of Campari, where the charismatic photographer **Mia Parc** (a clever anagram of Campari, played by Zoe Saldana), begins her quest. We follow Mia on her pursuit to uncover the mysterious figure of "Red Hand," the craftsman behind the best Campari cocktails ever known, through a tense and enthralling atmosphere.

Mia's dedication in the relentless search of the perfect cocktail leads her to uncover a world of "Red Hands," exceptionally talented bartenders from across the globe fuelled with the passion and skill to create the best cocktails with Campari as the cornerstone. Mia embarks on a journey from Milan to New York, Buenos Aires, Rio De Janeiro, Berlin and London to meet six of the world's best bartenders, each of whom showcase their own "Red Hands" through cocktail creations - to inspire drinkers around the world with the versatility of Campari.

Though Mia may be a fictional character, the bartenders she meets are real-life masters of their craft. In addition to brief appearances in ***The Legend of Red Hand***, the six bartenders have created their own Campari signature cocktails and filmed video interviews discussing the inspiration behind their recipes and passion for mixology. These video interviews will also be available on Campari's YouTube channel. Representing the U.S. is Leo Robitschek, Managing Partner of Food & Beverage at the iconic NoMad Hotel and Bar Director for Make it Nice Hospitality which includes New York institutions such as Eleven Madison Park, NoMad and NoMad Bar.

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On her leading role, **Zoe Saldana** noted, *“Playing Mia Parc in The Legend of Red Hand was a fantastic experience, allowing me to delve into a world steeped in mystery and intrigue through my character and her mission for perfection. Being part of a campaign that not only has a great legacy with a brand with such rich iconic heritage is always such a pleasure. Campari is an excellent partner who recognizes that behind a great cocktail, there is a great bartender, and without the participation of amazing hands, the ingredients wouldn’t quite live up to their fullest potential.”*

On making the short movie, **Stefano Sollima** says, *“As an Italian, and someone who enjoys telling shorter stories in this genre, it has been an honour directing The Legend of Red Hand. Working with globally recognized and gifted actors to tell such an intriguing and mysterious story to represent a brand as iconic as Campari has made the whole experience very memorable. In the film, I’ve explored the very essence of Campari: the secret ingredient that enables you to achieve such a splendid result. Yet that component is just a tiny part, and what makes the difference is how much you put in. Similarly, Red Hand is the secret, the hidden element that makes all the difference.”*

On playing Davide, **Adriano Giannini** noted, *“I am thrilled that viewers will finally be able to see the creative brilliance of Stefano Sollima and his homage to Campari’s Italian heritage. I have thoroughly enjoyed bringing the captivating storyline life in my role as Davide, named after the founder of Campari, alongside the talented Zoe Saldana.”*

Bob Kunze-Concewitz, Chief Executive Officer of Campari Group says, *“We are extremely proud to unveil this year’s Campari Red Diaries short movie, and bring the premiere back to Milan, the place where it all began and the birthplace of Campari. The Campari Red Diaries campaign has taken a new turn in its creativity to demonstrate Campari’s ambition for the perfect cocktail, and celebrating the talent of bartenders who share the same desire. With names like Zoe Saldana, Stefano Sollima and Adriano Giannini all having integral roles telling our story, we are excited to bring you on our journey to discover The Legend of Red Hand and we hope that this story we will inspire people around the world to go on their own personal quests in the hunt for cocktail perfection to find their own Red Hand.”*

The Legend of Red Hand is available globally on Campari’s [official YouTube channel](#) and social media channels, as well as being celebrated with a red carpet premiere in Milan. J. Walter Thompson Milan created the Campari Red Diaries concept, including the original story of *The Legend of Red Hand*, of which the screenplay was written by Stefano Bises. Campari Red Diaries, including *The Legend of Red Hand*, was produced by Think Cattlea.

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#Campari #RedDiaries

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For more information, visit:

www.campari.com

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

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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 CAMPARI GROUP

Campari Group 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](#). Campari 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. Campari 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 Group owns 18 plants worldwide and has its own distribution network in 20 countries. Campari 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: <http://www.camparigroup.com/en>

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