



**UNDER EMBARGO UNTIL 14<sup>TH</sup> NOVEMBER, 2018 – 1PM CET (TBC)**

## **ANA DE ARMAS REVEALED AS THE STAR OF CAMPARI® RED DIARIES 2019, ENTERING RED, A SHORT MOVIE DIRECTED BY MATTEO GARRONE**

**MILAN (November 14, 2018)** – [Campari®](#), the iconic Italian aperitif, announces the return of Campari Red Diaries 2019 with *Entering Red*; a short movie featuring a Hollywood actress in the lead and award-winning talent at the director's chair. Fuelled with mystery and romance, viewers are taken on an unexpected journey of discovery into the world of Campari as "every cocktail tells a story." *Entering Red* not only tells a tale of intrigue, it is also an ode to the iconic Negroni, Campari's signature cocktail marking its 100<sup>th</sup> anniversary in 2019.

Starring internationally renowned actress **Ana de Armas** from blockbuster film *Blade Runner 2049*, Italian actor **Lorenzo Richelmy**, and directed by award-winning Italian director **Matteo Garrone** whose latest film *Dogman* (2018) received the Best Actor prize at Cannes and has been submitted by Italy for the 2019 Academy Award for Best Foreign Language Film, the short film will be the core element of an integrated campaign. As a sponsor of the Venice International Film Festival of La Biennale di Venezia, this comes as an exciting addition to Campari's storied history.

*Entering Red* is an intriguing story where viewers will 'enter red' with Ana as she discovers the unexpected, enchanting world of Campari while exploring Milan, the birthplace of the iconic vibrant red aperitif, in a historic year marking the 100<sup>th</sup> anniversary of the Negroni. The cinematographic experience is heightened by Matteo Garrone's talent behind the camera and De Armas perfectly depicts the character's evolution.

The cast this year will also welcome cameos from Campari's "**Red Hands**" – a collection of six of the world's best bartenders, and social influencers in front of the camera for the first time, including Stacey Swenson and Giaro Giarratana, who represent the United States respectively.

Lead protagonist **Ana de Armas comments**: "It's an incredible honor to be a part of this short movie, *Entering Red*, and the Campari Red Diaries campaign. It was also a privilege to work with acclaimed Director, Matteo Garrone. I loved playing a character that showed such passion and curiosity on her journey of discovery in the beautiful city of Milan."

Director **Matteo Garrone comments**: "This year's film is set to bring to life the intriguing journey that is the discovery of Campari. It was an honor and a challenge to be given this responsibility in such a pivotal year for the brand, celebrating two truly Italian icons recognized worldwide. A Negroni does not exist without Campari, and so to tell the story, entering the red bittersweet drink is where it all begins."

**Bob Kunze-Concewitz, Chief Executive Officer** of Campari Group: "Our cocktails are more than just a drink, they each tell a story, and this year as we are celebrating the Negroni turning 100 years old, Campari Red Diaries will bring the cocktail to life, and take viewers on a journey as they enter the red. The iconic serve, in which Campari is a key defining ingredient, has created a great legacy and it will be amazing to see it all brought to life, with the support of great talent, Ana de Armas and Matteo Garrone, but also by bartenders and Campari advocates from around the world."



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*Entering Red* will premier in its birthplace, Milan, with a red-carpet event on February 5<sup>th</sup>, 2019. A simultaneous digital launch worldwide will take place with the short film available to view on [Campari's official YouTube channel](#) on the same date. To get a sneak peek behind the scenes of *Entering Red*, view the teaser video on YouTube here: <https://www.youtube.com/watch?v=NvdWLSBQg-g&feature=youtu.be>. Please follow Campari's social media channels for further information: [@CampariUSA](#).

**-ENDS-**

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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 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 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. 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. 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>. Please enjoy our brands responsibly.