



## APEROL® TOASTS TO 100 YEARS OF JOY

*In 2019 Aperol Celebrates Its Centenary with a Series of Activities that Bring the Brand and its History to Life*

**PADOVA (April 16, 2019)** – Today, [Aperol®](#) Italy's iconic orange bittersweet aperitif, announces the celebration of its centenary at a press conference in Padova, the birthplace of the brand. Recognized around the world for sparking joyful connections and creating memorable shared experiences, Aperol toasts to 100 years of joy.

Widely adored for its signature cocktail the Aperol Spritz - equal parts Aperol, Prosecco and soda water - Aperol launched in 1919 at the Padua International Fair and was created by the Barbieri brothers, Luigi and Silvio. They coined the name 'Aperol', having taken inspiration from the French term for apéritif, 'Apéro'. Made with citrus oil infused with precious herbs and roots to create a perfectly balanced combination, the original recipe has remained unchanged and is a secret to this day.

To mark its centenary milestone, Aperol is commencing a series of celebrations internationally throughout 2019, to spark joyful connections, using universal languages that bring people together wherever they are, from art and music, to the Aperol Spritz itself.

### THE APEROL SPRITZ CLASSIC COCKTAIL

The Aperol Spritz, which according to *Drinks International* ranks 9<sup>th</sup> in the list of the world's best-selling cocktails, has single-handedly created and led the spritz category globally. It has earned its rightful place in the International Bartender Association's list (IBA), as the key defining ingredient of the [Spritz Veneziano](#). Aperol Spritz has traditionally been consumed all over Italy's Veneto region, in Venetian bars called 'bàcari, which epitomize the 'Venetian way of life' and promote the culture of spending time together, enjoying bite size snacks such as the traditional 'cicchetti' and savoring an aperitif moment. Now known and enjoyed the world over, Aperol Spritz and its shareable, bright orange color has become a staple in American drink culture, celebrated over a million times on Instagram using #AperolSpritz and frequently heralded by influencers and celebrity advocates from coast to coast.

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## **APEROL SUMMER EXPERIENCES**

Over the course of the summer in the U.S., Aperol will be celebrating its 100<sup>th</sup> and the joy of summer with its Aperol Spritz Italian Social Club, a series of experiences that will pop-up at festivals across the country such as, The Governors Ball, Jazz Age Lawn Festival, KAABOO Del Mar, BottleRock, CINESPIA and many more. In addition Aperol will be showing up at bars, rooftops, on Instagram and Spotify bringing people together to celebrate joyous moments, whether those occasions are planned, spontaneous or celebrating for no reason other than just being together.

## **GRAZIE VENETO (*Thank you Veneto*)**

Coining the phrase '*Grazie Veneto*,' Aperol wants to thank the region that contributed to the global spread of this social Italian ritual 'par excellence,' by placing three inimitable pieces of urban art in the Central Cavour Square in Padova, due to be unveiled on June 28<sup>th</sup> in the place where it all began 100 years ago.

Symbolizing how the Veneto ritual has transcended borders, three international artists have come together to interpret the brand's role in sparking joyful connections through modern art and illustrations on an everyday object, a sofa. The sofas will not only represent Aperol's history and heritage but also shed light on the strong values of sharing in the brand's mantra, 'Together We Joy.'

Leading design company Kartell, founded in Italy 70 years ago, and who equally spreads Italian flair around the world, has joined forces with Aperol, providing each artist with their iconic Bubble outdoor sofa to work on. The finished products will be placed outside for fans to enjoy, aiming to spark joyful connections between members of the public as they share memorable moments, side by side.

**Andrea Neri, Managing Director Italian Icons at Campari Group, commented:** "Aperol is a brand that aims to bring people together from all over the world using its universal language. In such a special year, we are so pleased to be working on a global project of this scale that will echo in the ears of Aperol fans and new consumers alike at the four corners of the globe. As a real Italian icon, Aperol is successfully spreading its philosophy and way of life across borders – we see an orange summer ahead!"

**Sergio Giordani, the Mayor of Padova said;** "It is fantastic to have a brand that is so deeply rooted in our city and region's heritage being so eager to give back to its home town. We're really looking forward to

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unveiling the artistic creations that Aperol is placing in Padova to bring crowds together – all set for a wonderful summer of joyful connections ahead of us. We are pleased that this wonderful celebration will coincide with the centenary of the the Padua International Fair, where Aperol was first launched by the Barbieri brothers 100 years ago.”

Earlier this year, Aperol also launched the new campaign, '[Together We Joy](#)', projecting the 100 year-old brand into the future, with a video showcasing the connectivity of Aperol and the joyful spirit of the brand.

<https://www.aperol.com/>

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#### **ABOUT APEROL**

Aperol is the perfect aperitif, bright orange in color, light on alcohol, but with a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. Aperol was created by the Barbieri brothers and launched in 1919 at the Padua International Fair, soon becoming one of the Italians’ favorite liqueur, now taking the world by storm. The original recipe has remained unchanged and a secret to this day. Mixed in equal parts starting first with Prosecco and ending with a splash of soda and an orange wedge garnish, Aperol makes the perfect aperitif, Aperol Spritz, the quintessential social signature drink

#### **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

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Exchange since 2001. For more information: <http://www.camparigroup.com/en>. Please enjoy our brands responsibly.

## **ABOUT KARTELL**

A leading design company, founded in 1949 by Giulio Castelli and now run by Claudio Luti, Kartell is one of the symbols of Italian design around the world. In 2019, Kartell celebrates their 70<sup>th</sup> anniversary - a success story told through an incredible series of products – furniture, furnishings, lighting, home accessories – that have become part of the domestic landscape, not to mention actual contemporary design icons. Kartell collaborates with the most prestigious international designers. The Kartell collection is multifunctional and of broad appeal, easy to use and beautiful to behold. Color, irony, transparency, unique shapes and a play of the senses all come together to make unique pieces: A Kartell product is immediately recognizable around the world for the emotion it generates, its durability and undisputed quality.

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