



## CAMPARI CELEBRATES ITS FIRST YEAR IN THE UK

March 2nd, 2016 – Gruppo Campari celebrated its first anniversary of direct distribution of its portfolio within the UK market, yesterday.

In this country, Campari has historically traded its portfolio through local distributors. After the acquisition of the Jamaican rum business in late 2012, the company reached enough critical mass to start direct trading in the UK by integrating the already existing J. Wray & Nephew UK team. Therefore, on 1<sup>st</sup> March 2015, Campari started its own in-market business, in-line with its global strategy for all key markets, managing the marketing and sales of its brand portfolio in the UK.

Starting 1<sup>st</sup> January 2016, the company has adopted the new trading name **Campari UK**, in line with all other Group's subsidiaries.

**Pietro Mattioni, MD of Campari UK**, stated: "Driven by our core values of passion, integrity, performance orientation and pragmatism, we aim to build, in the medium term, the most advocated range of premium spirit brands in the UK market".

The company's multicultural and dynamic team is composed of **40 Camparistas** from 10 different nationalities who combine a passion for building brands with entrepreneurial drive and functional excellence.

**Nick Williamson, Marketing Director** added: "We've started a fantastic and exciting journey building our unique, premium brands. Our range of incomparable Italian aperitifs and bitters, Jamaican rums and American Bourbon, are the perfect fit for the sophisticated British palate, and we are excited to see the renaissance of classic cocktails in this market".

Campari UK celebrated the occasion with a sunset aperitivo including Aperol Spritz cocktails, Negronis and Italian food bites on the 27<sup>th</sup> floor of its Shard offices. The evening also included Pietro Mattioni cutting the 1<sup>st</sup> Anniversary cake, and the Italian Brands Ambassador Loris Contro talking about Aperol, Campari, and how to embrace the bitterness. This was followed by a tasting session of Wild Turkey American Bourbon led by Ambassador Martin Taylor and ended with a Jamaican experience with Appleton Estate Rum tasting, led by Ambassador Shaun Rooke.

**ABOUT: Campari UK is the Gruppo Campari's UK subsidiary**, headquartered in London. A multicultural and dynamic team composed of **40 Camparistas** from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: **the Italian portfolio** with heritage brands such as **Campari** and **Aperol** and the **white & dark spirits portfolio**, led by the Jamaican rum brands **Appleton Estate** Rum and **Wray & Nephew Overproof**, as well as **Wild Turkey Kentucky Bourbon**. The

company spans an unrivalled premium spirits and speciality offer in its quality, innovation and style and is also the exclusive UK distributor for **Bulldog Gin**. [www.campariuk.com](http://www.campariuk.com)

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