



The New Year Starts with APEROL SPRITZ Socials

Aperol presents a talk series revealing the hottest trends for 2016 with speakers Pizza Pilgrims, The Style Traveller and The Debrief

To kick off your new year in style, Aperol presents the Spritz Socials, a series of events with speakers including restaurateurs Pizza Pilgrims, top blogger The Style Traveller and lifestyle title The Debrief. Hosted in the early evenings and designed to inspire, the talks will offer guests the chance to be one step ahead of the rest when it comes to the need-to-know trends for 2016.

Taking place at London's The Hoxton, in both the Holborn & Shoreditch venues, the Aperol Spritz Socials will encourage guests to make the most out of the after-work moment, with a typical Italian Aperitivo experience. Opening its doors from 6-9pm, guests will be welcomed with cicchetti nibbles and complimentary sparkling Aperol Spritz serves.

Aperol Spritz Socials Series 2016 – Schedule (doors open at 6.30pm, talks start at 7pm)

January 28th, Aperol Spritz presents Pizza Pilgrims at The Hoxton, Shoreditch
London's favourite pizza duo, Pizza Pilgrims, host a hands-on masterclass on the delicious aperitivo dishes that you can recreate at home to impress your friends this 2016. Thom and James Elliot will unveil the secrets behind some of their best-loved dishes, which are the ultimate complementary plates for a refreshing Aperol Spritz.

February 2nd, Aperol Spritz presents The Style Traveller at The Hoxton, Holborn
An evening with blogger, stylist and travel guru, The Style Traveller (Bonnie Rakhit); giving guests insight into the journey of becoming one of London's top travel bloggers. Bonnie will also offer her top tips on the 'hidden gem' destinations in Italy to tick off your travel bucket list this year.

February 3rd, Aperol Spritz presents The Debrief at The Hoxton, Shoreditch
The Debrief gives guests the low-down on how to look and feel ace in the year ahead, with a series of short talks hosted by a panel of lifestyle experts on 'How To Make 2016 Awesome'. The exclusive reader event will cover everything from the food everyone's going to be eating this year, how to nail social media and your need to know on the latest beauty trends. Keep an eye on TheDebrief.co.uk and @TheDebrief for more information coming soon.

To apply for a place for you and a friend simply email spritzsocials@wcommunications.co.uk with your name, preferred event and phone number. **Please note:** Entry will close 72 hours prior to each event. Applicants will be chosen on a first come first served basis and notified if successful 48 hours ahead of the event, where they will be contacted with further details. All attendees will be required to prove they are of UK legal drinking age. To apply for the The Debrief reader event on February 3rd please visit thedebrief.co.uk

To be the first to find out about upcoming announcements and events visit www.facebook.com/AperolSpritzUK, or follow us on Twitter and Instagram: @AperolSpritzUK #ItStartsNow



Event Synopsis:

6.30pm: The Aperol Spritz Socials opens its doors for guests to enjoy sparkling Aperol Spritz and cichetti nibbles

7pm: Talk commences, 30 minutes duration, followed by a Q&A session

7.45pm: Talk ends

9pm: The Aperol Spritz Socials event closes

ENDS

NOTES TO EDITORS

For further information on Aperol, please contact the team at W:

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ABOUT APEROL

Aperol was originated in 1919 in Padua, created by the Barbieri brothers, specialists in liqueur production since 1880. Aperol was launched behind the revolutionary idea of creating the lightest of liqueurs: an aperitif with an alcohol content of only 11%. Aperol is an infusion of precious herbs and roots in a perfectly balanced combination. Bright orange in colour, Aperol has a unique bitter-sweet taste deriving from a secret recipe that is guarded jealously and has remained unchanged over the course of time. Two of the mostly recognizable elements in its distinctive taste are: the fresh and lively sweetness - given by the Oranges - and the unmistakable bitter tang - given by the Rhubarb. One of the secrets for success is freshness: liqueur manufacturing is completed in one day and the day after the trucks are ready for shipment.

Aperol Spritz is one of the most widely consumed spirits in Italy and is made by mixing Aperol with Prosecco and a splash of soda in a wine glass full of ice and a slice of orange; light, sparkling and refreshing, it's the ideal drink for starting the evening and for any social occasion. It can be enjoyed before dinner as a true Italian aperitif, as a lighter option at an after-work get-together with colleagues or friends or combined with food. Aperol Spritz has fast become a cult drink outside of Italy, extending to neighboring countries and even across the continents.

Mixed with Prosecco and a splash of soda.

To create your perfect Aperol Spritz fill a large wine glass with ice and pour in:

- 3 parts Prosecco (75 ml)
- 2 parts Aperol (50 ml)
- 1 dash of Soda Water (25 ml)

Garnish with a slice of fresh orange, sit back, relax and enjoy.

For stockist information, visit Aperol.com.

Aperol has been announced as the 'Specialities Brand Champion 2015' by The Spirits Business.



ABOUT CAMPARI UK

Campari UK is the Gruppo Campari's UK subsidiary, headquartered in London. 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 & brown 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.

ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>
Please enjoy our brands responsibly

ABOUT PIZZA PILGRIMS

Pizza Pilgrims arrived on the London food scene in September 2011 after brothers James and Thom made a pilgrimage to Italy to discover the true art of pizza making. Converting their humble Piaggio Ape van into a mobile kitchen, the pair have brought the authentic taste of Italy to London with their Napoli-inspired streetfood.

They have since launched their first book, *Pizza Pilgrims: Recipes from the Backstreets of Italy*, which is available now in hardback and special iPad edition and opened two pizzerias on Dean Street and Kingly Court. In 2014 they embarked on a 3,000 km pilgrimage to Italy to pick only the finest Amalfi lemons for their very own limoncello. Grown in Amalfi, distilled in England and born in Soho, June 2015 saw the launch of Pococello – the strictly limited-edition fruit liqueur, thanks to an exclusive collaboration between the world-renowned Chase Distillery and Pizza Pilgrims.

Follow Pizza Pilgrims on Twitter for up-to-date news on the restaurant: @pizzapilgrims www.pizzapilgrims.co.uk

ABOUT THESTYLETRAVELLER.COM

Recently voted one of the **Top 5 Luxury Travel & Lifestyle Blogs in the UK** by Vuelio and Flip-key TripAdvisor, TheStyleTraveller.com is a fashion editor's guide to the world's most stylish places. This



beautiful blog follows the travels of founder Bonnie Rakhit, previously fashion editor at **British Elle Magazine, Grazia and Sunday Times Style**. The blog has been featured in UK Glamour Magazine, British Elle Magazine, Stylist Magazine, Grazia, Daily Mail online, Grazia Daily and Matchesfashion.com online. She also consults for various brands including Lulu Guinness, Smythson, Warehouse and is a brand ambassador for **Veuve Clicquot, Samsung, Sweaty Betty, Olympus Cameras and Triumph**.

Follow Bonnie on her travels on:

Blog: <http://www.TheStyleTraveller.com>

Twitter and Instagram: @bonnierakhit

Facebook: TheStyleTraveller.com

Pinterest: TSTraveller

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