

CAMPARI

#RediscoverRed At The Negroni Bar, By Campari

Discover the World's largest selection of Negroni's in the heart of East London



London 2016: This May, enjoy the London's' Largest Collection of Negroni cocktails and **#RediscoverRed at The Negroni Bar, by Campari** from 11th – 21st May.

Campari are inviting cocktail lovers from across the city to '#RediscoverRed' as they present – The Negroni Bar, a celebration of the iconic serve and the integral ingredient that makes it so delectable. Taking over the iconic Red Gallery in Shoreditch, The Negroni Bar will feature the largest selection of Negroni's in the world, inviting guests to choose from over thirty different combinations and flavours. From the Carpe Diem Negroni made with Cocchi Barolo Chinato fortified wine and Punico Zahare liqueur, to the Tu Vuò Fa' L'Americano with sweet Vermouth and Pale Ale Beer there is something to suit every palate as each variant brings a new twist to the classic cocktail, with Campari as the central ingredient throughout. As well as an unparalleled selection of Negroni's the pop-up draws on Campari's rich creative heritage, incorporating classic Campari artwork to create a bold and vibrant space for guests to enjoy as they delve deeper into the history of the humble Negroni. For those struggling to choose *The Negroni Selecta* will help narrow down the choices, while the interactive 'Negroni Code' allows visitors to win vintage Campari prints by discovering hidden clues within the bar.

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#RediscoverRed at The Negroni Bar, by Campari builds on the huge success of Campari's Red Night District – a four-week artistic takeover that last year lit up East London and explored the rich heritage, incredible artwork and Italian flair that helped make Campari one of the most revered spirits in the world.

The Negroni as we know it was first created in Florence in 1919 by the flamboyant Count Camillo Negroni. Tradition tells that Count Negroni, inspired by his recent trip to England, asked his bartender to strengthen his classic Americano by replacing the soda water with gin and thus the Negroni was born. Adapting this classic recipe the selection of Negroni's on offer at The Negroni Bar have been taken from Campari's Contemporary Classic Compendium – a compilation of classic recipes including the Negroni and Americano, created by leading bartenders from across the globe. The Compendium includes a new collection of cocktails that take inspiration from local flavours and ingredients and will be official revealed at The Negroni Bar for visitors to peruse.

Whatever its origin there is no doubt that The Negroni has made its mark on the drinks world and Londoners can now enjoy a host of twists on the original recipe as they attend The Negroni Bar. A host of guest DJ's and master classes will make this a must visit destination for all cocktail lovers.

Those with a penchant for the captivating flavour of Campari can continue to #RediscoverRed at one of the 15 partner bars that will be serving their own bespoke Negroni twist for the duration of the pop-up including Casita, The Gibson, Loves Company, Satan's Whiskers and The Looking Glass

Join the The Negroni Bar, by Campari this summer and #RediscoverRed through the passion, heritage and intrigue of the world's most iconic red spirit. Popping-up from 11th – 21st May at the Red Gallery, Shoreditch will be open from 6pm to 12midnight Wednesday - Saturday.

For further information on Campari's Negroni Bar follow @CampariUK #RediscoverRed on twitter and @campariuk on Instagram.

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For further information and photography, please contact W

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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 UK

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 & brown spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Bourbon.

The company spans an unrivalled premium spirits and specialty 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

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portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol**, **Appleton Estate**, **Campari**, **SKYY** and **Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 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>

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