



Campari UK toasts the Italian lifestyle together with the Italian Embassy in the UK celebrating the Italian Cuisine Week for its second year

A secret ingredient for each of its 7 Italian Icons unveiled through a bespoke food pairing created by Tommaso Arrigoni, Michelin-starred executive chef of the digital food brand Godo

London, UK, 22 November 2017 – Campari UK has once again partnered with the Italian Embassy to host an event in celebration of the Italian Cuisine Week. Made in Italy, quality, culture and key natural ingredients have been the main protagonists in a memorable evening at Campari UK’s office, based at the Shard, which was reimagined into an Italian “*Mercato*” setting for the event last night.

Deborah Bonetti, Foreign Press Association Chairwoman, an Italian living in London for 20 years, compered the evening celebrating the growing importance of Italian food & drink culture in the UK.

Campari Group’s Italian portfolio has proven to be a success factor being undoubtedly recognised globally as the leader of the authentic Italian Aperitivo, such as the Aperol Spritz and the Negroni. Campari’s Italian icons are contributing to spread the word on heritage, quality and the Italian approach to life, which is synonymous of *Toasting Life Together*, the company’s essence.

According to recent data, the Negroni and the Aperol Spritz are listed among the top 25 best-selling cocktails in the World (**Drinks International**). This increased popularity is continuously spreading into the UK, both on and off trade where the classic Negroni (Campari, sweet vermouth and gin) has spearheaded the move towards more complex, bitter drinks (**Waitrose’s Food and Drink Report 2017-2018**).

Cesare Vandini, Managing Director of Campari Group for Northern, Central & Eastern Europe: “We’re delighted to once again support the Italian Cuisine Week in the UK. Italian culture, and indeed the flavours that have been staples on Italian menus for many years, continue to grow in popularity in the UK and Campari UK is proud to own several Italian icons that contribute to this trend, having an incomparable heritage. We aim to continue to grow our brands’ awareness while being champions in an ever-growing culture of quality and wellbeing, where delicious food always accompanies a premium drink”.

Since 1860 Campari Group has exported the Italian way of living, where drinks are paired with food in social moments. **Campari UK contributed to Campari Group’s nine-month results recently issued posting a double digit organic growth (+23.0%) and it is the fastest growing premium spirits company in the UK** (according to CGA combined with Nielsen data).

The quality and impact of Italian taste has further infiltrated British palates: according to **Payment Sense’s survey** (February 2017), **Italian cuisine** is Brits’ favourite choice of restaurant.

Pasquale Q. Terracciano, Italian Ambassador in London, commented: “It is an absolute pleasure celebrating Campari, an inspiring, quintessentially Italian family of brands, which owes its success on global markets to its trailblazing approach and the quality of its products, which have come to represent a pillar of Italian food and beverage culture”.

Simone Sajeva, co-founder of digital food brand Godo, concluded: “It is exactly the Italian entrepreneurial spirit combined with the vision to revolutionise the food delivery market, that inspired GODO’s mission aiming not only to educate its clients about Italy’s culinary art, but also to make the Italian food aficionados feel as warm and homely as possible wherever they are”.

The celebratory evening has seen **Campari UK’s Ambassadors** and **GODO’s Michelin-starred chef Tommaso Arrigoni** talk through the origin of the Italian Icons’ key ingredients paired with bespoke serves, in a Journey of the senses spanning from stalls dedicated to the aperitivo brands such as **Crodino, Aperol** and **Campari**, into a ‘primo’ headed by **Cinzano**, a ‘secondo’ immersed in the **Cynar** artichokes to a “Sweet Suite” dedicated to after dinner with Hazelnut liqueur **Frangelico** and **Averna** on the rocks, offering consumers with an authentic Italian drinking experience.

BRAND	JOURNEY OF THE SENSES	UNVEILED INGREDIENT	SIGNATURE COCKTAIL	GODO FOOD PAIRING
Crodino	Aperitivo	Nutmeg	Crodino on ice	Seared Prawns, Celeriac and Nutmeg
Aperol	Aperitivo	Rhubarb	Aperol Spritz	Rhubarb Chutney and Parma ham
Campari	Aperitivo	Oranges	Milanese G&T / Negroni	Celery and Orange Salad
Cinzano	Primo	Grapes	Straight serve	Gorgonzola, Spinach and Raisins Risotto
Cynar	Secondo	Artichoke	Cynar Julep	Stuffed Artichoke
Averna	Dopo Cena	Lemon	Averna Ritual	Lemon Sbrisolona
Frangelico	Dopo Cena	Tonda gentile Hazelnut	Frangelico Hazelnut Martini	Hazelnut Tiramisu

-ENDS-

For more information or interview requests / images, please contact CampariUK@cohnwolfe.com

ABOUT THE ITALIAN CUISINE WEEK

Italian Cuisine Week is a celebration of the Italian culture of food, drink and conviviality. It showcases the leading role played by Italy’s food sector in issues of global importance: sustainable consumption and production, food safety and security, nutrition and health. It also highlights the dynamism of the Italian food sector and its influence in fields such as innovation, research and sustainability. The Week features a variety of events, including seminars, tastings and opportunities to experience Italian food culture. The partner organisations represent sectors ranging from finance to tech to academia as well as the food industry itself, showing how food is implicated in so many different aspects of our

lives. Italian Cuisine Week part of a set of initiatives, which include Italian Design Day and Italian Language Week, that are run by the Italian government through its diplomatic network around the world. Follow Italian Cuisine Week on social media using the hashtag #ItalianTaste.

ABOUT CAMPARI UK

Campari UK is Gruppo Campari's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 'Camparistas' from numerous different nationalities. At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin. The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

ABOUT THE EMBASSY OF ITALY IN THE UK

The Embassy of Italy in the UK runs an extensive public-diplomacy programme to showcase Italian excellence and promote political, economic, academic, scientific and cultural cooperation between Italy and the UK. Flagship events of this programme include Italian Imaginative Innovators, a series presenting the experience of innovative Italian entrepreneurs, and Impact Exchanges, exploring the potential of social-impact investing, as well as the Italian Design Day and the Italian Language Week. Italian Cuisine Week in the UK is part of the public-diplomacy programme, bringing together British and Italian professionals, businesses and investors from the food sector as well as members of the public in a spirit of collaboration, constructiveness and conviviality.

ABOUT GODO

GODO is an Italian food delivery brand based in London, with the aim of making Michelin-Star quality food accessible for all. The Menu offers a wide variety of recipes inspired by the traditional dishes from all across Italy, prepared with the finest quality ingredients carefully sourced from both Italy and the UK. GODO's mission is to deliver high quality food to your door and aims at cultivating its clients about Italy's culinary art. But for those who are already familiar with these pleasures, it aims at making them feel as warm and homely as possible.

ABOUT CRODINO

Crodino is a single dose, non-alcoholic and sparkling aperitif, with inimitable bitter taste and unmistakable golden blond color. Crodino is the most famous non-alcoholic aperitif in Italy. The secret of its success is the unique and appetizing taste, obtained from an extract still produced according to the traditional recipe. Its formulation, which has remained unchanged since 1964, is obtained by the perfect mixing of water from the Lisiel source in the upper Piedmont, and an infusion of herbs, spices, woods and roots that give Crodino its distinctive flavor and aroma. Crodino takes its name from Crodo, a small town located in the North West of Italy, where it has been produced and bottled since 1964. Crodino has been a part of Gruppo Campari since 1995.

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 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 appreciated aperitif's in Italy and is enjoyed globally. The serve 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.

ABOUT CINZANO

Cinzano's story first began in the mid-1700s in Torino, Italy, when brothers, Giovanni Giacomo and Carlo Stefano Cinzano embarked on their quest to become qualified Master Distillers and opened the brand's first bottega (shop), named Casa Cinzano. Today, Cinzano is a global Italian icon, recognised the world over for its range of high quality vermouth and sparkling wines.

Cinzano vermouth consists of six products, the classic Cinzano Rosso, Cinzano Bianco and Cinzano Extra Dry, as well as three crafted expressions under the Cinzano 1757 range: Rosso, Bianco and Dry. Cinzano vermouth is widely enjoyed by consumers and bartenders alike, either as an aperitivo neat with a splash of soda, or as an ingredient in iconic classic cocktails such as Negroni, Americano and Boulevardier.

With 260 years of Italian wine making expertise, Cinzano boasts an extensive and versatile sparkling wine collection. This includes two ranges: the Cinzano Editions range, consisting of four expressions made using the finest Italian grapes, and the Cinzano Cuvée Storica range, its offering of four high quality sparkling wines with designation of origin or grape varietal. Cinzano's sparkling wines cater for every taste and occasion.

ABOUT CYNAR

Cynar (16.5% ABV) is an artichoke based bitter sweet liquor known for its versatility and distinctive flavour, which is enriched by a secret recipe of 13 infused herbs and plants. The most characteristic among them are artichoke leaves from which the name of the drink derives and gains its distinctive flavour (Cynar scolymus is the botanic definition of artichoke). Created by Italian entrepreneur, Angelo Dalle Molle in 1952, the formula is based on some of the natural substances present in artichokes, including 'cynarine' – the secret recipe has remained the same since its first creation. Thanks to its refreshing and herbal bittersweet features, Cynar is an ideal pre or post dinner drink, that can be enjoyed either straight on the rocks, in a shot, or as an essential ingredient in a variety of 'pungent' and original cocktails.

ABOUT AVERNA

Averna is an authentic Italian after-dinner liqueur, whose many ingredients give it a richness, full body and smooth taste with a delicate citrus fragrance. Its distinct flavour and aroma transport you to the warm lands of Sicily and to evoke a world of unsurpassed beauty.

The secret recipe was first crafted by the Benedictine monks of Abbazia di Santo Spirito and gifted by Fra Girolamo to Salvatore Averna, a textile merchant, as a token of gratitude for his commitment to the local community in 1868. The

recipe for Averna has remained a closely guarded secret through four generations of the family. The only known ingredients are citrus essential oils (orange and lemon) and pomegranate which give Averna a smooth taste and unmistakable aroma.

As an authentic Italian after-dinner liqueur, known as amaro or digestivo in Italian (bitter or digestif), Averna is the perfect companion to be enjoyed traditionally in moments of relaxation, savoured straight, or over ice.

Averna Group was acquired by Gruppo Campari in April 2014. Averna is 29% ABV.

ABOUT FRANGELICO

Frangelico is a premium Italian liqueur distilled from locally-grown – Tonda Gentile - hazelnuts and blended with coffee, cocoa and vanilla distillate and extracts. According to the legend, its origins date back more than 300 years to the presence of Christian monks living in the hills of Piedmont region of northern Italy. Frangelico's greatest asset is its irresistible hazelnut taste; it provides a delicious flavourful experience that enriches the moment bringing people together. The moderate alcoholic content and light texture make Frangelico perfect to be consumed as a shot, that everyone can enjoy together, or poured it over ice with a squeeze of Lime, for a sophisticated and refreshing experience. Frangelico has a 20% ABV.

Visit <http://www.campariuk.com/> to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at [@GruppoCampariUK](https://twitter.com/GruppoCampariUK).

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