



CAMPARI LAUNCHES RED DIARIES 2019 FILM 'ENTERING RED' WITH 1,000 FREE LIMITED-EDITION NEGRONIS

- *To celebrate the launch of CAMPARI's Red Diaries 2019 film *Entering Red*, top London and Manchester bars are giving away 1,000 limited edition Negronis*
- *The offer is unlocked by telling the bartender a phrase from the film. Available every evening from the 8th-10th February from 18:00*
- *The cocktail was created by award-winning bartender and UK Red Hand Joe Schofield exclusively for the CAMPARI film*

London, UK: To celebrate the official launch of [CAMPARI](#)'s Red Diaries 2019 film *Entering Red*, the iconic Italian aperitif is giving you the chance to drink like the stars of the film, partnering with ten top London and Manchester bars to offer 1,000 free limited edition Negronis inspired by the film.

The limited-edition Negroni Segreto – or 'The Secret Negroni' – was created by award-winning bartender [Joe Schofield](#) exclusively for the film to celebrate the Negroni's 100th birthday. The Negroni Segreto is a twist on the iconic Negroni, a perfectly balanced mix of CAMPARI, BULLDOG gin, Cinzano Rosso 1757, Vermouth Rosso, rosewater and fresh raspberries – adding a delicately fruity and floral note, showcasing the versatile nature of the Negroni.

To unlock this offer, all Negroni fans have to do is watch the *Entering Red* short film and listen for the phrase that the lead character played by Ana de Armas when she enters the bar for the second time (we can't tell you but a clue is that it's at the end of the film). Simply tell the bartender at participating bars to redeem your free cocktail.

The Negroni is the star of *Entering Red* in celebration of the 100th anniversary of the cocktail, and the film is available to watch on [CAMPARI's official YouTube channel](#) from 5th February. Starring Hollywood actress Ana de Armas and directed by Matteo Garrone, it takes you on an unexpected journey of discovery into the world of CAMPARI.



The offer will be available from the 8-10th February to the first 100 customers in each bar from 18:00 on a first-come-first-served basis. Please note this offer is strictly limited to one per person, to be enjoyed responsibly. See full *T&Cs in 'Notes to Editors'.

Award-winning bartender and Red Hand Joe Schofield says, *"I have always loved Campari cocktails, especially the Negroni, and I was honoured to be asked to join the collective of Red Hands with my Negroni Segreto – which showcases the versatile and timeless nature of the cocktail."*

Participating bars include:

London

- [B&H Garden Room](#) - 10th Floor, 27 - 31 Charing Cross Rd, London WC2H 0LS
- [Happiness Forgets](#) - 8-9 Hoxton Square, London N1 6NU
- [Heads & Tails](#) - 175 West End Ln, London NW6 2LH
- [Original Sin](#) - 129 Stoke Newington High St, Stoke Newington, London N16 0PH
- [Sheps](#) - 392 Kingsland Rd, London E8 4AA
- [Vermuteria](#) - 38/39 Coal Drops Yard, London N1C 4DQ
- [Victory Mansion](#)- 18 Stoke Newington High St, London N16 7PL
- The Mint Club - 406a Hoe St, Walthamstow, London E17 9AA

Manchester

- [Science and Industry](#) - 49, 51 Thomas St, Manchester M4 1NA
- [Arcane](#) - 2 S King St, Manchester M2 6EX

When sharing pictures of your free Negroni Segreto, don't forget to tag [@campariuk](#) and use the hashtags #RD2019 #NegroniSegreto #N100. The best images will feature on CAMPARI UK Instagram Stories. To keep up to date with CAMPARI's activities follow CAMPARI's social media channels:

Instagram: [@campariuk](#)

Twitter: [@campariUK](#)

Enjoy Campari Responsibly



-ENDS-

#Campari #RedDiaries

www.campari.com

<https://www.youtube.com/EnjoyCampari>

<https://www.facebook.com/Campari>

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<https://twitter.com/campari>

For further information on CAMPARI, please contact the team at Cohn & Wolfe: camparibrand@cohnwolfe.com / 020 7331 5413

NOTES TO EDITORS

ABOUT CAMPARI RED DIARIES

Launched in 2017, Campari Red Diaries is the evolution of the Campari Calendar. A 360° holistic campaign, with a short movie at the heart, Campari Red Diaries brings to life Campari's ethos that "every cocktail tells a story". Campari Red Diaries is launched digitally, with the short movie hosted on Campari's official YouTube page

TERMS AND CONDITIONS

The Negroni Segreto offer is strictly limited to one per person and will be served at the discretion of bar staff. Bar staff at each location reserve the right not to serve a customer. Only 100 Negroni Segreto drink samples are available at each of the participating bars, and only on Friday 8th, Saturday 9th, Sunday 10th February from 6pm.

ABOUT CAMPARI

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. The 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. The 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 Exchange since 2001. For more information: www.camparigroup.com/en

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ABOUT CAMPARI UK

Campari UK is Campari Group'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 specialty offerings in their quality, innovation, and style.

Visit www.campariuk.com to find out more about the company and range of products or follow Campari UK on Twitter at @CampariGroupUK.

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