



Aperol-ivery returns: Brighten up the January Blues with two orange Aperol Spritz delivered to your door



London, 10th January 2019: To help Brits combat the January blues with a splash of orange, Aperol – Italy’s iconic orange bittersweet aperitif, which celebrates its 100th Anniversary later this year – has announced the return of *Aperol-ivery*, its free, doorstep Aperol Spritz delivery service, for four days only.

Aperol-ivery will be kicking off on ‘Blue Monday’ (21 January 2019) for two days in London before continuing to two further cities – Brighton and Bristol – on 23rd and 24th January 2019, to help Brits brighten up the dark January evenings in true Italian style. You can enter for your chance to win a free *Aperol-ivery* from today at www.aperolivery.com. Full T&Cs follow at close of press release.

So, what is an *Aperol-ivery*? An Italian Aperol bartender will arrive at your front door to make two refreshing, perfectly crafted Aperol Spritz for you and a friend, to help you start your evening with a spontaneous aperitivo drink. Served from Aperol’s vibrant ‘Aperol orange’ Aperitivo Van, *Aperol-ivery* offers the perfect chance to add a touch of vibrant orange to a ‘blue’ January and enjoy the taste of Italy’s favourite aperitivo at home, completely free of charge. Salute!*

With Blue Monday (21 January 2019) named as the gloomiest day of the year – because of a combination factors including low bank balances, the end of the Christmas period and the weather – the return of *Aperol-ivery* is the perfect excuse to inject some much-needed optimism and spontaneity by inviting a friend over to begin your evening with an Aperol Spritz. Boasting a lower ABV than many other cocktails, what better way to inject some light into the dark January evenings than with a hand-delivered Aperol Spritz?

Paolo Tonello, Aperol Brand Ambassador and Bar Owner says, “I’ve always seen January as the perfect time to catch up with friends after the very busy Christmas time. To me the ‘aperitivo’ culture



in Italy is a great way to do this, a couple of drinks, a few snacks and some great company to share them with. In Italy, 'aperitivo' is an everyday occurrence all year round – which, of course, always starts with an Aperol Spritz."

The *Aperol-ivery* service will call at winning London addresses on Monday 21st and 22nd January, before calling at two further cities across the UK:

- Brighton (Weds 23rd January)
- Bristol (Thursday 24th January)

All deliveries will be made between 16:00 – 22:00.

How do you apply to win this sociable start to your evening? Simply apply for your *Aperol-ivery* at www.aperolivery.com to be in with a chance to receive a special delivery and enjoy the contagious Italian fun of an Aperol Spritz, brought to your doorstep. Buona fortuna! Please note that this offer is limited to one drink per person, T&Cs apply - please see below for further details.

For those not lucky enough to be selected for an *Aperol-ivery*, the simplicity of the serve makes it easy to recreate yourself with friends. Simply follow the 50:50 recipe to create the perfect Aperol Spritz at home:

- Fill a large wine glass with ice
- Combine prosecco followed by Aperol in equal parts
- Add a splash of soda
- Garnish with an orange slice

Throughout 2019, with the brand celebrating its 100th anniversary later this year, we will be encouraging even more Aperol fans to start their evening with an Aperol Spritz. Look out for our series of Aperol Spritz Socials and nationwide events, coming soon.

For more information, visit www.facebook.com/AperolSpritzUK, or follow us on Twitter and Instagram: @AperolSpritzUK #ItStartsNow.

- ENDS -

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



NOTES TO EDITORS

* Kantar TNS Research 2017 – based on 3,000 Italian respondents

T&Cs

- To enter the competition, please go to www.aperolivery.com where you will be required to enter your name, address, postcode, date of birth, email address and phone number
- All entries close at 10:00pm, Friday 18th January 2019
- All deliveries will be made on the stated dates, between the hours of 4pm-10pm. Winners will be allocated a time slot based on location
- The offer is strictly limited to one Aperol Spritz per person
- All entrants give consent for their image and name to be used through Campari UK marketing materials (e.g. social channels, website)
- If contacted by Campari UK and declared a winner, the recipient must respond within the given timeslot to redeem their prize
- The winners must be at the agreed address at the designated time provided by Campari UK. There is no replacement prize or replacement timeslot available if a winner is not at the agreed location at the agreed time
- Campari UK will contact winners by telephone on the number supplied at entry to confirm the timeslot of delivery. Campari UK reserve the right to edit time-slot with advance notice.
- Wherever possible, Campari UK will deliver to the front door of the winner. However, depending on access and logistics, alternative arrangements may be made
- Winners will be selected at random. Deliveries will be grouped by location (using postcode). Campari UK reserves the right to randomly select postcodes within locations that have received the most number of entries
- There will be a minimum of 6 winners per each day that the competition is live
- Winners (and their companion also receiving the delivery) must be over 18 and must have proof of age if requested
- The promoter Campari UK whose registered office is at Level 27, The Shard, 32 London Bridge Street, London SE1 9SG
- All entrants must be 18 or over and resident in the UK to be eligible for this competition and ordinarily resident at this address supplied on their entry. Any person receiving the delivery, or a winner must be 18 or over
- The competition is not open to employees of Campari UK or any Campari Group company or any agency involved in this promotion
- There is no entry fee and no purchase necessary to enter this competition.
- By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions
- No responsibility can be accepted for entries not received for whatever reason.
- The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into
- By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions
- The competition and these terms and conditions will be governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England.
- Entry into this competition will be deemed as acceptance of these terms and conditions.
- Entrants are providing their information to Campari UK and not to any other party, although it will be shared with a small number of third parties who are fulfilling the delivery service
- Campari UK also reserves the right to cancel the competition if circumstances arise outside of its control.
- Privacy Statement: Any personal data relating to an entrant will be used solely in accordance with applicable data protection legislation and Campari UK's privacy policy.
- Data Protection: The Promoter will collect personal information from the entrant for the purposes of administering this promotion and will share this personal information with its marketing agency and other partners who will be supporting the Promoter with the promotion. Upon entry, entrants will also be asked if they would like to receive future marketing communications and offers from the Promoter. If entrants choose to receive these future communications, they can opt-out of receiving them at any time. All entrant's details will be deleted following the close of the promotion, unless entrants have opted in to future marketing communications by Aperol. Personal details of entrants who have opted-in to future marketing communications, won't be passed to a third party and will be retained by Aperol for this purpose only. Visit <https://www.aperol.com/en-gb/privacy-policy> for more information on Aperol privacy policy.



ABOUT APEROL

Aperol was created 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 aperitifs 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 world.

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.

ABOUT CAMPARI GROUP

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

Please enjoy our brands responsibly