



E' L' ORA DEL CAMPARI: IT'S TIME FOR CAMPARI!

To mark the start of the first official Negroni Week in the UK on Monday 5th June, top London bars are giving away free Negronis – unlock the offer by ordering using an Italian phrase

London, UK: [Campari®](#), Italy's iconic red bittersweet apéritif, is launching the UK's first ever official Negroni Week – and to celebrate, they're partnering with some of the top bars in London to give you the chance to **sample a Negroni, free of charge**, on the first day of Negroni Week 2017 – Monday 5th June.

The catch? Customers will have to order the Negroni using special Italian phrase "**E' L' ORA DEL CAMPARI**", which translates to 'It's Time for Campari', to receive their drink on the house.

To kick-start the official Negroni Week celebrations, the offer will be available on **Monday 5th June only**. The first 50 customers in each participating bar who order using the Campari catchphrase will receive a perfectly balanced drink, completely free of charge. Free drinks are limited to one per person. See T&Cs in 'Notes to Editors'.

Some of London's best bars are taking part, including:

- **Original Sin**, 129 Stoke Newington High St, London N16 0PH
- **100 Hoxton**, 100-102 Hoxton St, Shoreditch, London N1 6SG
- **Victory Mansion**, 18 Stoke Newington High St, London N16 7PL
- **Bungatini**, 167 Drury Ln, London WC2B 5PG
- **Cahoots**, 13, Kingly Court, Carnaby, London W1B 5PG
- **Polpo Ape and Bird**, "Negroni Bar @Polpo Ape&Bird", 142 Shaftesbury Avenue, London, WC2H 8HJ
- **High Water**, 23 Stoke Newington Rd, Stoke Newington, London N16 8BJ
- **Pizza Pilgrims West India Quay**, 12 Hertsmere Road, E14 4AE
- **Café Monaco**, 39-45 Shaftesbury Ave, Soho, London W1D 6LA
- **Ten Bells**, 84 Commercial St, Spitalfields, London E1 6LY

The Negroni Week initiative raises thousands of pounds for charities worldwide, and each of the bars participating will make a donation of one of the initiatives that Campari support.

Worldwide, the **week-long international charity initiative of Negroni Week** will take place from **5th to 11th June 2017**, with bars and restaurants from across the world coming together over the classic Negroni cocktail – an iconic mix of Campari, gin and sweet red vermouth – to raise money and awareness for great causes.



Tapping into the ever-growing contemporary classic cocktail phenomenon and the rising popularity of bitter flavours, Negroni Week 2017 is set to be better than ever.

Campari continues to play a fundamental role in both the original Negroni recipe - the ingredients of which remain unchanged to this day - as well as being featured as a key component in the new age of Negronis, where bartenders and mixologists create new takes on the classic serve .

Follow Campari on [Twitter](#), [Instagram](#) and [Facebook](#) to get #NegroniWeek ready, and join us in celebrating the iconic Campari-based bittersweet classic cocktail, the Negroni.

For more information about local participating bars and what's going on in your area during Negroni Week 2017 visit: <http://www.negroniweek.com>.

-ENDS-

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Terms and Conditions

Free drinks are 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 50 free Negronis are available at each of the participating bars, and only on Monday 5th June 2017.

Official Negroni Recipe

Now a globally consumed contemporary classic cocktail, the prestigious IBA Official Drink List states Campari as one of the main ingredients.

Recipe ingredients:

- 25ml Campari
- 25ml Gin
- 25ml Sweet Red Vermouth

Recipe instructions:

- Pour all ingredients directly into old-fashioned glass filled with ice
- Stir gently
- Garnish with half an orange slice



About Negroni Week

In 2013, Negroni Week was launched as a celebration of one of the world's great cocktails and an effort to raise money for charitable causes. Now in its fifth year, Campari is proud to sponsor Negroni Week 2017. From 5th to 11th June 2017, bars around the world will be taking part in Negroni Week, inviting people to celebrate the classic cocktail while also raising money for some great charitable causes. For more information, including a list of participating bars and upcoming events, visit negroniweek.com and follow the hashtag #NegroniWeek.

About Campari

Campari is a contemporary and charismatic classic. The 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 The Negroni

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano but decided it was time for a change. He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honour Count Camillo Negroni's request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count's 'usual' became known as Count Negroni's Americano, or the "Americano with a touch of gin", but whatever it was referred to as back then, the Negroni was born. The Negroni is one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the perfect Negroni. The original recipe, an iconic combination of ingredients, is almost a century old and continues to be enjoyed by mixologists and Campari fans alike today. The International Bartenders Association (IBA) lists Campari as an official ingredient for the classic Negroni, and thus, there is no Negroni without Campari! For more information on the Negroni and Campari, visit www.campari.com.

About Gruppo Campari

Gruppo Campari 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 owns 18 plants and 1 winery worldwide and has its own distribution network in 19 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.