



RAISE 'A DRINK FOR YOUR CAUSE' - #NEGRONIWEEK 2017 IS COMING

London, UK: [Campari®](#), Italy's iconic red bittersweet apéritif, is delighted to announce the first official Negroni Week in the UK. Now in its fifth year, the **week-long international charity initiative** 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. First launching in 2013 with around 100 participating bars, 2016 saw Negroni Week expand significantly with over 60 countries signing up including the USA, Canada, Italy, Germany, Australia, New Zealand and Singapore – and the UK is officially taking part for the first time in 2017.

Underpinned by the 'A Drink For Your Cause' message, this year's Negroni Week will be filled with exciting, action-packed events including guest bartender sessions. Leading bartenders from across the world are taking part, including: Jim Wrigley (behind Bourne & Hollingsworth, London), Julie Reiner (behind some of New York's top bars), and Patrice Plante (also known as Monsieur Cocktail), who all featured in the launch of Campari Red Diaries earlier in the year. They will come together in supporting worthy causes, while also demonstrating their flair in creating well-loved classic cocktails, with one constant: Campari.

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 .

With hundreds of bars and restaurants taking part in Negroni Week 2017 in the UK, the Campari lover will be spoilt for choice as to where to enjoy this beloved cocktail. Bars and restaurants already confirmed include:

- **London:** Nightjar, Oriole, Original Sin, Cahoots, Bungatini, Pizza Pilgrims, Polpo Ape & Bird, 100 Hoxton and Bourne & Hollingsworth
- **Leeds:** Hedonist Project, The Grand Domino Club and Liv in'Italy
- **Edinburgh:** Nightcap, Civerinos and The Black Fox
- **Glasgow:** Strata, Gin 71 and Pizza Punks

This year, Campari will also be putting its social media channels to good use by providing 'How to Negroni Week' training tips for those looking to make the most of the week itself. Follow Campari on [Twitter](#), [Instagram](#) and



[Facebook](#) to get #NegroniWeek ready, while also joining 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-

Contact Information:

Phone: Emma Fenny (020 7331 5413) or Hannah Clark (0207 331 5374)

Email: camparibrand@cohnwolfe.com

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.