



## Van Aperol-ivery: add some Spritz to National Prosecco Day, with two Aperol Spritz delivered to your door



**London, 30<sup>th</sup> July 2018:** To help Brits celebrate National Prosecco Day, and start their evening in true Italian style, Aperol – Italy’s iconic orange bittersweet aperitif – is giving people the chance to receive an Aperol-ivery and enjoy their first drink of the evening delivered to their doorstep; for one week only.

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

The week-long Aperol-ivery service, launching on National Prosecco Day – 13<sup>th</sup> August – will be available in both London and Manchester. You can enter for your chance to win an Aperol-ivery from today at [www.aperolivery.com](http://www.aperolivery.com).

With a fifth of Brits (22%) saying they haven’t been for a spontaneous drink with a friend in over five months, National Prosecco Day is the perfect excuse to invite a friend over to begin your evening with an Aperol-ivery – and open yourself up to endless possibilities of where the evening might take you. What better way to toast the national day of all things fizz than with a hand-delivered Aperol Spritz?

The Aperol-ivery service will call at winning London addresses, beginning on National Prosecco Day on Monday 13<sup>th</sup> and continuing Tuesday 14<sup>th</sup> and Wednesday 15<sup>th</sup> August. The Aperol-ivery team will then be journeying across the country to Manchester, where Mancunians can enjoy their hand-delivered Aperol Spritz on Friday 17<sup>th</sup>, Saturday 18<sup>th</sup> and Sunday 19<sup>th</sup> August.



How do you receive this perfect, sociable start to your evening? Simply apply for your Aperol-ivery at [www.aperolivery.com](http://www.aperolivery.com) to be in with a chance to receive a special delivery and enjoy the contagious Italian fun of an Aperol Spritz, straight to your door. Buona fortuna! 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 2018, 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](https://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](mailto:aperol@cohnwolfe.com) 020 7331 5413

#### NOTES TO EDITORS

##### T&Cs

- Entries for London deliveries close at midnight, Friday 10th August and entries for Manchester close at midnight, Tuesday 14th August
- All entrants give consent for their image and name to be used through Aperol marketing materials (e.g. social channels, website)
- If contacted by Aperol 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 Aperol. There is no replacement prize or replacement timeslot available if a winner is not at the agreed location at the agreed time
- Aperol will contact winners to confirm the timeslot of delivery. Aperol reserve the right to edit time-slot with advance notice.
- Wherever possible, Aperol 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)



- Winners (and their companion also receiving the delivery) must be over 18 and must have proof of age if requested
- The promoter is: Gruppo Campari whose registered office is at Level 27, The Shard, 32 London Bridge Street, London SE1 9SG
- The competition is open to residents of the United Kingdom aged 18 years or over except employees of Gruppo Campari and their close relatives and anyone otherwise connected with the organisation or judging of the competition.
- 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.
- You are providing your information to Gruppo Campari and not to any other party.
- Gruppo Campari 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 Gruppo Campari's 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](http://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](http://www.camparigroup.com/en)

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