



ALL·BAR·ONE

## **APEROL SPRITZ FOR THE NATION: it's Aperol's 100th birthday and to celebrate – they're picking up the bar tab!**

*Join the 100<sup>th</sup> birthday celebrations and enjoy an Aperol Spritz from 10<sup>th</sup>-12<sup>th</sup> July at All Bar One nationwide\* – salute!*

**2nd July 2019:** The Italian aperitif – Aperol – is celebrating its 100<sup>th</sup> birthday this summer and, in true sociable Italian style, the drinks are on them! It's not every day you turn 100, and to mark a century of the delicious and vibrant orange aperitif, Aperol is giving consumers the chance to raise a glass and celebrate with them. With a complimentary Aperol Spritz for all, make sure to tell your friends and enjoy the party together.

For 100 years Aperol has been a traditional Italian icebreaker, helping to make connections with friends old and new. However, despite our deepening love for Aperol, Brits still have plenty to learn from our Italian friends when it comes to embracing sociability and the true art of the spontaneous 'aperitivo hour' – the golden hours between 17:00 – 20:00 in Italy, where an Aperol Spritz is typically enjoyed alongside light aperitivo bites.

**Bartender and brand ambassador, Paolo Tonello, comments that,** *“We as Italians are well known for our spontaneous and sociable spirit, so we want to invite everyone across the U.K. to embrace this too - what better occasion to do this than our 100<sup>th</sup> birthday? Whether you are already a big Aperol Spritz fan, or trying the secret 100-year-old recipe for the first time, there is no better time to grab your friends and head to an All Bar One to enjoy an Aperol Spritz on us.”*

So, how do you join in the birthday fun? To enjoy a celebratory Aperol Spritz on the house, it couldn't be easier: all you have to do is simply register your name and email [here](#) to receive your unique code. Show this code at any *All Bar One* nationwide\* on the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> July during Aperitivo hours (17:00 – 20:00) and you'll be sipping your complimentary, refreshing Aperol Spritz in no time!

You can find a list of locations [here](#).

Salute! Share your part in the 100<sup>th</sup> birthday celebrations by using @AperolSpritzUK and #Aperol100.

**- ENDS -**

For further information on Aperol, please contact the team at BCW [aperol@cohnwolfe.com](mailto:aperol@cohnwolfe.com) / 020 7331 2351



**NOTES TO EDITORS**

Terms & Conditions for '10,000 Free Aperol Spritz' Promotion

1. This promotion is open to residents in England only aged 18 and over, except employees of the Promoter, their families, agents or any third party directly associated with administration of the promotion. **This promotion is not available to anyone who is not resident in England or who is under the age of 18.**
2. To obtain a voucher for a free Aperol Spritz alcoholic drink containing 75ml Prosecco, 50ml Aperol and 25ml soda water (the "Free Drink"), you should go to [www.aperolspritzforthenation.com](http://www.aperolspritzforthenation.com), fully complete the online form and submit an order to receive an email containing a unique QR voucher code for your Free Drink.
3. A voucher for a Free Drink is only available for the first 10,000 valid submissions. Only one entry per email address and per person is permitted. Submissions which do not have a valid email address will be rejected.
4. This promotion is free to enter and no purchase is necessary.
5. The opening date for submissions is **09:00 on 3 July 2019**. The promotion shall close at **20:00 on 12 July 2019**.
6. Notwithstanding the date that the promotion closes, a Free Drink shall only be available for the first 10,000 valid submissions received by the Promoter. Once all 10,000 unique QR vouchers for a Free Drink have been issued by the Promoter, no further submissions will be accepted.
7. If for any reason a technical interruption, fault or site failure occurs during a submission, the Promoter does not take any responsibility for incomplete submissions and any incomplete submissions will not be considered valid. The Promoter accepts no responsibility for any submissions which are not completed for any reason.
8. The Free Drink shall be supplied to participants by All Bar One, a trading name of Mitchells & Butlers Leisure Retail Ltd. The Free Drink can be redeemed by showing your QR code voucher to an All Bar One bartender at a participating outlet **from 10 July 2019 until 12 July 2019, between 17:00 and 20:00 only**. The full list of participating outlets can be found [here](#). No Free Drinks can be redeemed at any time after 20:00 on 12 July 2019.
9. The Promoter reserves the right to replace the Free Drink with an alternative drink of equal or higher value if circumstances beyond the Promoter's control makes it necessary to do so.
10. The Free Drink is non-exchangeable, non-transferable and no cash alternative is offered.
11. Personal data supplied during the course of this promotion will only be processed as set out in the Promoter's privacy notice - <https://www.aperolspritzsocials.com/privacy/>
12. The Promoter reserves the right to vary these terms and conditions or cancel the promotion at any stage in the event of unavoidable circumstances beyond its control. By submitting a request for a Free Drink, you will be deemed to be bound by and have accepted these terms and conditions.
13. Insofar as is permitted by law, the Promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up this promotion except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. Your statutory rights are not affected.
14. English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with this promotion.
15. The Promoter of this promotion is Aperol UK, a division of Glen Grant Limited, which has its registered office at Glen Grant Distillery, Rothes, Morayshire, AB38 7BN. If you have any



questions regarding this promotion or these terms and conditions, please contact [marketing.uk@campari.com](mailto:marketing.uk@campari.com).

\*Note, 5 x All Bar Ones are excluded from the promotion. These are:

- All Bar One Birmingham T1 Landside, Birmingham Airport
- All Bar One Birmingham T2 Airside, Birmingham Airport
- All Bar One Edinburgh Airport
- All Bar One Aberdeen
- All Bar One Glasgow
- All Bar One Exchange Edinburgh
- All Bar One George Street Edinburgh

#### **ABOUT APEROL**

##### *How To Make: Aperol Spritz*

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

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 ALL BAR ONE**

All Bar One has 56 stylish, premium bars in city centres and towns across the UK. All Bar One has an [app](#) for guests to download to start earning rewards and a whole host of other features

#### **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.



ALL·BAR·ONE

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)

Please enjoy our brands responsibly