



Summer starts with the Aperol Spritz Socials

A series of aperitivo & talk events hosted from May – August at the newly launched Aperol Spritz Terrazza. First partners unveiled as Forza Win, Print Club London, The School of Life and Soho Radio, with more to be announced soon.



As the mercury begins to rise this summer, Aperol Spritz announces the return of its renowned event series, the Aperol Spritz Socials. From May to August, Aperol Spritz will host eight free after-work events, with London's hottest lifestyle influencers and brands, including Forza Win, Print Club London, The School of Life and Soho Radio.

The Aperol Spritz Socials encourage city dwellers to make the most out of their early evenings, with an Italian-inspired Aperitivo experience. Guests will be welcomed with complimentary sparkling Aperol Spritz serves and small plates from 6pm, with the one-hour masterclasses starting from 7pm.

Taking place at the Aperol Spritz Terrazza, the brand's London home for the summer, located at the Bird of Smithfield rooftop. Inspired by the Terrazza Aperol in Milan, the rooftop has been transformed into a haven for Spritz lovers. Outside of the Spritz Social dates, the Aperol Spritz Terrazza will be open for revelers to enjoy, seven days a week from May and throughout the summer months.

Aperol Spritz Socials 2016 - Schedule (Aperol Spritz served on the Aperol Spritz Terrazza rooftop at Bird of Smithfield from 6pm, talks begin at 7pm)

May 18th, Aperol Spritz presents 'Cocktails & Wall Art' with Print Club London
Dalston's screen printing gurus, Print Club London, host an evening of 'Cocktails and Wall Art'. This hands-on workshop sees guests create prints to take home, with designs inspired by the original Aperol Spritz advertising from the 1920's.

May 31st, Aperol Spritz presents Spritz Suppers, 'A Chef's Table' with Forza Win
Italian dining hall and famous London supper club, Forza Win, offer an exclusive aperitivo workshop, showing guests how to make (and taste!) a series of different delicious small plates, including fritto misto and crostini.

June, July & August, fortnightly dates with Soho Radio and The School of Life, plus more to be announced soon.

To apply for a place for you and a guest at this free event, simply visit AperolSpritzSocials.com and click on our events page to enter your details. Please note: Entry will close 72 hours prior to each event, limited spaces available. Applicants will be chosen at random and notified if successful 48 hours ahead of the event, where they will be contacted with further event details. All attendees will

be required to prove they are of UK legal drinking age.

Be the first to find out about upcoming announcements and events visit www.facebook.com/AperolSpritzUK, or follow us on Twitter and Instagram: @AperolSpritzUK #ItStartsNow

Event Synopsis:

6pm: The Aperol Spritz Socials opens its doors for guests to enjoy sparkling Aperol Spritz and small plates on the Aperol Spritz Terrazza rooftop at Bird of Smithfield

7pm: Special guests' talk commences, for a one-hour duration

8pm: Talk ends, further Aperol Spritz serves available to enjoy

9pm: The Aperol Spritz Socials event closes, drinks available to purchase from the Aperol Spritz Terrazza

ENDS

NOTES TO EDITORS

For further information on Aperol, please contact the team at W: aperol@wcommunications.co.uk

ABOUT APEROL

Aperol was originated 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 continents.

To create your perfect Aperol Spritz fill a large wine glass with ice and pour in:

- 3 parts Prosecco (75 ml)
- 2 parts Aperol (50 ml)
- 1 dash of Soda Water (25 ml)

Garnish with a slice of fresh orange, sit back, relax and enjoy.

To find your nearest Aperol Spritz bar, visit aperolspritzsocials.com For stockist information, visit Aperol.com. For stockist information, visit Aperol.com

Aperol has been announced as the 'Specialities Brand Champion 2015' by The Spirits Business.

ABOUT CAMPARI UK

Campari UK is the Gruppo Campari's UK subsidiary, headquartered in London. A multicultural and dynamic team composed of 40 Camparistas from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: the Italian portfolio with heritage brands such as Campari and Aperol and the white & dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Kentucky Bourbon. The company spans an unrivalled premium spirits and speciality offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin. www.campariuk.com

ABOUT BIRD OF SMITHFIELD

Address:

Bird of Smithfield
26 Smithfield, London EC1A 9LB

Twitter and Instagram @birdosmithfield

Facebook: www.facebook.com/Bird-of-Smithfield

ABOUT PRINT CLUB:

Print Club London was established in 2007 and is run by managing director Fred Higginson (Sculptor/ Illustrator M.O.L.) and director Kate Higginson. The duo work closely with iconic illustrator and creative director Rose Stallard, who brings the Print Club brand to life with her inimitable 1970s fanzine-style-artwork and edgy typography.

Print Club London is a renowned screen printing studio and gallery housed in Dalston, with a dedication to nurturing the printing technique through workshops and studio membership in their fully equipped print studio open 24/7, all year round.

Print Club's online gallery and exhibition space offers customers affordable and collectable limited edition screen prints, as well hosting exclusive opening nights throughout the year.

<http://printclublondon.com/>