



it starts with the aperol spritz sundial social

Aperol Spritz unveils a spectacular sundial and aperitivo bar, offering 'gratuiti' serves on London's Southbank



London, (22.8.17): Aperol will be '*spritzing up*' London's Southbank this August bank holiday weekend, as it returns to unveil the **Aperol Spritz Sundial Social**. The pop-up installation sees the launch of an extraordinary 20ft wide, functioning sundial and bar, offering city dwellers a refreshing Aperol Spritz serve when the sundial strikes 'aperitivo hour' at 5pm.

Open on **August 23th** to **August 28th** from **17:00 – 20.30**, The Aperol Spritz Sundial Social will offer a complimentary spritz per person, to ensure guests starts their evening the Italian way. Spritz-lovers will also enjoy delicious Italian cicchetti small plates including traditional tomato and basil bruschetta, and prosciutto and mozzarella chilli crostini. Come British rain or shine, the sundial will continue to encourage Italian sociability, with Aperol Spritz on offer across the weekend.

Following the popularity of the nationwide Aperol Spritz Socials event series, the Aperol sundial bar will be bringing a slice of Venetian culture to the River Thames in celebration of the Aperitivo occasion. The bar experience will not only be a place to enjoy the iconic and original Aperol Spritz, but guests will also be invited to join the charismatic Italian bartenders in creating the perfect 3-2-1 Aperol Spritz serve.

As well as this event, Aperol Spritz-lovers will be able to visit pop-up bars touring drinking spots across London, from Peckham to Camden. To find out more visit www.aperolspritzsocials.com

- ENDS -

NOTES TO EDITORS

For further information on Aperol, please contact the team at W:



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LOCATION:

The pop-up installation and bar will be located in the Queen's Stone area in Southbank adjacent to the Thames and alongside Oxo Tower by Bernie Spain Gardens. For exact location, please click [here](#).

APERITIVO – CICCHETTI SMALL PLATES:

- King prawn and crayfish salad ciabatta aioli.
- Wild mushroom tapenade crostini, parmesan crisps, truffle oil.
- Prosciutto, buffalo mozzarella, chilli crostini.
- Parmesan shortbread, cream cheese, dehydrated cherry tomatoes, red onion marmalade.
- Traditional bruschetta, tomato and basil.

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 www.aperolspritzsocials.com. For stockist information, visit www.aperol.com.

ABOUT Campari UK:



Campari UK is Gruppo Campari'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 brand 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 spirits brands: each with speciality offerings in their quality, innovation, and style. Visit <http://www.campariuk.com> to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

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 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 Please enjoy our brands responsibly.