



The Aperol Spritz Terrazza opens for the Summer

Aperol Spritz has transformed the rooftop of Bird of Smithfield to brighten up the capital



London, May 2016 - Aperol Spritz, Italy's favourite aperitif, has unveiled a new brand home in the City this summer, the Aperol Spritz Terrazza. The rooftop bar, located at the Bird of Smithfield in London, will be open for Aperol Spritz lovers to enjoy, six days a week from May to August.

Inspired by the Terrazza Aperol in Milan, the venue is the ultimate destination for city-dwellers to meet for after-work drinks this summer. Refreshing Aperol Spritz serves can be paired with a specially created menu of Italian small plates – Aperitivo style. The bar also features a GIF photobooth, where guests can strike a pose and share their summertime moments #itstartsnow.

The takeover also sees a collaboration with Aperol Spritz and London design studio, Patternity, with a bold orange art installation featuring a marble design that brings to life the sparkling qualities of Aperol Spritz.

Guaranteeing to be one of the top bar destinations this summer, the Aperol Spritz Terrazza will also play host to the Aperol Spritz Socials, a series of inspiring talks with London's hottest influencers.

The Aperol Spritz Terrazza will be open 11th May – 31st August from Monday – Saturday until 10pm. More information on the Aperol Spritz Terrazza and the Social events can be found at AperolSpritzSocials.com

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NOTES TO EDITORS

For further information on Aperol, please contact the team at W:
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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 aperitif's 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.

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

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