



Campari Red Night District Set To Light Up East London

#RediscoverRed With Campari In A Captivating Artistic Shoreditch Takeover

April 2015: This summer, #RediscoverRed at the **Campari Red Night District** from 16th May – 10th June.

Since the early 1900's, Campari has collaborated with the world's greatest artists to create iconic artwork that perfectly captures the spirit of the brand. Now, celebrating the art of Campari in an artistic takeover of east London, the Campari Red Night District will showcase the passion and flair that has made Campari one of the world's most enduring yet intriguing spirits.

One of the bartender's "best kept secrets" throughout its over 150-year history, this year Campari is stepping firmly into the light and giving cocktail lovers a glimpse inside its captivating world as it brings its signature style to the streets of Shoreditch. Transforming two renowned venues – the Hoxton Gallery and Dreambags JaguarShoes, the Campari Red Night District will invite guests to Rediscover Red with a special exhibition and a collection of exciting cocktails.

From Hohenstein, to Ugo Mochi, and Leonetto Cappiello, who created the famous 'Spiritello' image in 1921, Campari has long been synonymous with striking, ground-breaking art. The Campari Red Night District running from 16th May – 10th June 2015 [Wednesday – Sunday 11:30am-10pm] will pay homage to the brand's rich visual heritage, with a collection of reimagined artwork.

Taking inspiration from the most iconic Campari artworks that built the very soul of the brand, the Campari Red Night District will invite guests to The Hoxton Gallery to explore its Italian sophistication and style through a creative installation curated by renowned East London art collective Moniker Projects. Art and cocktail enthusiasts are invited to sample our signature serve Campari & Tonic and explore the installation, before completing their rediscovery with a flight of Negronis – the most renowned Campari cocktail that has captured the nation's tastebuds, specially selected from Campari's Worldwide Negroni Compendium.



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Those with a penchant for Campari's captivating flavour can continue the rediscovery in the Campari inspired Art Deco exhibition at Dreambags JaguarShoes. Featuring an entirely redesigned bespoke interior inspired by the era of artwork that has become synonymous with Campari, Dreambags JaguarShoes will be open to visitors every day from noon – 1am. With a bespoke menu of classic Campari cocktails, including the Americano and Negroni Sbagliato, the bar will provide the perfect backdrop to while away the summer evenings with friends and enjoy the intriguing pleasure of this enlivening spirit.

Step into the Campari Red Night District this summer and #RediscoverRed through the passion, heritage and intrigue of the world's most iconic red spirit. Popping-up from 16th May – 10th June, the Hoxton Gallery will be open from 11:30am-10pm from Wednesday - Sunday. Dreambags JaguarShoes Campari inspired bar will be open from 12-1am daily.

For further information on the Campari Red Night District follow @CampariUK #RediscoverRed on twitter and @campariuk on Instagram.

Campari & Tonic

Ingredients

50ml Campari

Top with Fever Tree Tonic Water

Squeeze of fresh lime

Method

Combine all ingredients in a rocks glass over ice and finish with a squeeze of fresh lime.

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Negroni

Ingredients

25ml Campari

25ml Gin

25ml vermouth Cinzano rosso

Orange Twist

Method

Pour all ingredients into a rocks glass filled with ice and garnish with an orange twist

-ENDS-

For further information and photography, please contact W Communications:

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About Campari

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These

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are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

About J. Wray & Nephew UK

J. Wray & Nephew UK is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). J. Wray & Nephew UK manages Gruppo Campari's portfolio in the UK with such leading brands as the rums Appleton Estate and Wray & Nephew Overproof, SKYY Vodka, SKYY Infusions, the Wild Turkey Straight Kentucky Bourbon, American Honey, Glen Grant Single Malt Scotch Whisky, Espolón Tequila, Carolans Irish Cream, Irish Mist Liqueur, Sagatiba Cachaça, Ouzo 12, Frangelico, and the whole Italian portfolio of Campari, Aperol, Cynar, Averna and Braulio. J. Wray & Nephew UK is also the exclusive UK distributor of Bulldog Gin.

J. Wray & Nephew UK is headquartered in London.

About Gruppo Campari

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>

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