



BITTER IS THE NEW BLACK:

CAMPARI'S LATEST REPORT INVESTIGATES THE GROWING GLOBAL INTEREST IN BITTER

The new Rise and Rise of Bitter report commissioned by Campari considers how the trend for bitter food and drink is surging from oblivion to global popularity

London, April 2016 – Following a recent global invigoration for bitter flavours within the world of mixology, Campari has released an insightful report that investigates why this trend, which has long been a pinnacle of Italian culture, is now transcending the rest of the world.

As any foodie or cocktail connoisseur will know, 2015 was undoubtedly the year of the 'bitter'. From the resurgence of the classic Negroni to the proliferation of ingredients such as cauliflower and the latest 'super-food' kale, the old world order of food and drink has been overturned, resulting in nothing short of an evolution of the global palate.

Building on this momentum, Campari's *The Rise and Rise of Bitter* report takes an in-depth look at this unique and complex taste profile, uncovering its origins and examining its relevance to modern day society.

Featuring insight from leading industry experts, including bartenders and restaurateurs from across the globe, *The Rise and Rise of Bitter* was produced alongside leading trend-forecaster, The Future Laboratory. The explanatory report highlights the key drivers behind the bitter revolution, from the impact of globalisation to how the obsession with coffee and craft beers re-introduced consumers to the taste of bitter, documenting how a niche cult taste that was once disregarded by those outside of Italy has now cemented itself as a firm favourite that is here to stay.

Luca Missaglia, Bar Manager of Aqua, London said "It was the chefs who started it, I think, rediscovering Italian bitters and applying them to really interesting and innovative dishes in London.

Then, of course, the Negroni, the drink of an era, arrived and bitter flavours really caught on. Now I think lighter and fresher is the direction of travel for bitter drinks, and I can see the Negroni Sbagliato, with a dash of prosecco to replace the gin, becoming the next big thing in the UK."

Considering the longstanding history of Campari the brand is perfectly placed to take a deep dive into the evolving world of flavours. The report itself offers industry insight into the growth of bitter spirits and how they have achieved VIP status on the shelves of bars and restaurants worldwide, as



well as in the homes of consumers who are becoming braver when it comes to embracing this distinctive taste.

Luca Missaglia, commented: “Consumers have an undeniable interest in unconventional flavours and bitter is the latest incarnation of this trend. Italian aperitifs are entering the spotlight on an international level, giving new life to classic favourites such as the Negroni and Americano. With bartenders experimenting with real Italian bitters, vermouths and amaros and adding their own twists on classic bitter cocktails, there’s no better time to go bitter.”

Nick Williamson Marketing Director for Campari UK commented: “In cultural strongholds such as Italy the more complex taste profiles of bitter food and drink have long been treasured and upheld. As bitter flavours rise from the shadows on a global scale, it is the perfect time for Campari, and its other brands including Aperol, Averna, Braulio, Cynar and Cinzano 1757 Rosso to harness its heritage and portfolio of Italian bitter spirits to champion this new discovery and conquer the taste buds of consumers.”

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Contact Information:

campari@wcommunications.co.uk

OR

tegan@wcommunications.co.uk / 07872376590

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

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 & brown spirits portfolio, led by the Jamaican rum



brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Bourbon.

The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin.

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, SKYY and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 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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