

CAMPARI

Rediscover Red with a Campari & Tonic



April 2015 - Campari has long been one of the best-kept secrets in the world of cocktails, but this year the world's most stylish spirit will step into the spotlight as it unveils the most captivating drink ready for summer – the Campari & Tonic.

A charismatic drink made by infusing bitter herbs, aromatic plants and fruit, Campari's recipe has remained unchanged (and closely guarded) for 155 years. With its renowned, vibrant red colour, intense aroma and inspiring flavor Campari has always been a symbol of intrigue and pleasure.

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Enjoy Campari responsibly

Known as the consistent constituent in the fashionable and evermore popular Negroni cocktail, which was first created in the 1920's for the extravagant Count Negroni, this year Campari are inviting cocktail lovers across the city to experience the pleasure of the spirit in a fresh and exciting way with the Campari & Tonic. While the Negroni is the perfect drink for the evening, the Campari & Tonic provides a lighter alternative to enjoy the distinctive flavour of Campari whether at home or out with friends.

A charming and refreshing mix, Campari & Tonic is the perfect accompaniment to enjoy on a long summer day combining the pleasantly bitter, intensely orange and gentle herbal flavours of Campari with a dash of tonic.

Campari & Tonic

Ingredients

50ml Campari

Top with Fever Tree tonic and water

Squeeze of fresh lime

Method

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

-ENDS-

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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 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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