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GRAND MARNIER 2019 CAMPAIGN AIMS TO FURTHER DRIVE ITS CONNECTION WITH DRAMATIC PERFORMANCE

Grand Marnier's partnership with Secret London & Fever presents the classic French liqueur as the perfect before, during and after theatre cocktail

London XX March 2019 – Grand Marnier, the iconic French liqueur, has announced a new partnership with Secret London, to celebrate London's theatre scene on a newly created editorial section and provide select theatres across London with Grand Marnier cocktails to enjoy before, during and after theatre performances. The partnership marks the beginning of a series of tactics throughout 2019 that will see Grand Marnier elevate cocktail experiences inspired by dramatic performances.

Grand Marnier has a long association with performance. It was created in 1880 by Louis-Alexandre Marnier Lapostolle, whose audacious idea to blend cognac with bitter orange liqueur disrupted the status quo. Created during the Belle Époque era, a period of cultural exuberance, where daring dramatic art was championed and out of the box thinking encouraged, making Grand Marnier the perfect drink to enjoy during a night out at the theatre.

With alchemy and drama at its heart, Grand Marnier aims to elevate cultural experiences by blending art and performance with classic cocktails. The focus on pre and post theatre drinking occasions comes after the brand held a series of successful dramatic brand activations in-bars, with events held at both The Mandrake Hotel and Oriole bar, a success that the brand is looking to continue into 2019.

The partnership will see prominent theatres across London elevate the regular theatre drinking experience, with dedicated Grand Marnier menus offering cocktails such as the champagne based Grand 75, an eccentric twist on the classic French 75. The enterprise has already been extended for the whole of 2019, due to high demand and interest from theatres.

The brand chose to partner with Secret London, thanks to the platform's connections with London's theatreland and dedicated subscriber base. The partnership has already secured some of the city's top theatres with The Old Vic, The Park Theatre, Pleasance Theatre, The Donmar Warehouse, The Peacock and The Almeida already providing Grand Marnier cocktails. Others will be coming on board in the coming months.

Nick Williamson, Marketing Director, Campari UK says "*Grand Marnier's connection to the Belle Époque era makes it the perfect drink to enjoy both pre and post theatre, with a Grand Marnier cocktail, adding a sense of drama to the occasion. After the successes of 2018 we are looking forward*



to creating more performance related activations and using the partnership with Secret London to offer this to theatre-goers across London.”

To find out more about the Grand Marnier and Secret London partnership, visit the Grand Marnier Instagram [@grandmarnier_UK](#) and [secretlondon.com](#).

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Contact Information: grandmarnier@cohnwolfe.com

Phone: Emma Fenny (020 7331 5413)

About Grand Marnier

Created in 1880 by Louis-Alexandre, Grand Marnier combines the intensity of exotic bitter orange with the character of Cognac. The recipe has not changed since it was created, resulting in a liqueur with powerful and complex aromas and flavours. Grand Marnier Cordon Rouge contains 51% Cognac, which adds an intriguing twist to classic cocktails and long drinks – giving Champagne cocktails like the Grand 75 and the simple Grand Tonic a multi-layered flavour.

Grand Marnier: Tasting notes

Colour: Bright topaz, brilliant with gold and amber tints.

Aroma: Attractive orange notes with nuances of candied zests and vanilla flavours from the Cognac.

Flavour: Full and ample, bitter orange aroma balanced by Cognac notes of hazelnuts and toffee. The finish is long and harmonious.

About Secret London

Secret London is the shareable guide to the best the city has to offer. Founded in 2015, it drives more social conversation than all its rivals combined, unlocking the cultural and culinary secrets of our capital with irreverent wit and insatiable curiosity.

Reaching millions of Londoners every month, Secret London inspires countless date nights, squad adventures and unforgettable adventures every day.

It's published by Fever, the event discovery platform that brings Londoners access to some of the city's quirkiest must-try experiences.

ABOUT CAMPARI UK

Campari UK is Campari Group'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 brands 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 spirit brands; each with specialty offerings in their quality, innovation, and style.

Visit www.campariuk.com to find out more about the company and range of products or follow Campari UK on Twitter at [@CampariGroupUK](#).

About Campari Group

Campari Group 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 Group owns 18 plants 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

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Profilo di Campari Group

Campari Group è uno dei maggiori player a livello globale nel settore degli spirit, con un portafoglio di oltre 50 marchi che si estendono fra brand a priorità globale, regionale e locale. I brand a priorità globale rappresentano il maggiore focus del Gruppo e comprendono Aperol, Appleton Estate, Campari, SKYY, Wild Turkey e Grand Marnier. Il Gruppo, fondato nel 1860, è il sesto per importanza nell'industria degli spirit di marca. Ha un network distributivo su scala globale che raggiunge oltre 190 Paesi nel mondo, con posizioni di primo piano in Europa e nelle Americhe. La strategia del Gruppo punta a coniugare la propria crescita organica, attraverso un forte *brand building*, e la crescita esterna, attraverso acquisizioni mirate di marchi e *business*.

Con sede principale in Italia, a Sesto San Giovanni, Campari Group conta 18 impianti produttivi in tutto il mondo e una rete distributiva propria in 20 paesi. Il Gruppo impiega circa 4.000 persone. Le azioni della capogruppo Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) sono quotate al Mercato Telematico di Borsa Italiana dal 2001. Per maggiori informazioni: <http://www.camparigroup.com/it>.

Bevete responsabilmente