



## IT STARTS WITH APEROL SPRITZ SOCIALS

Aperol gets set to kick-start Londoners' evenings as it turns the city orange this summer



**London, June 29<sup>th</sup> 2017** - Aperol, Italy's favourite aperitif, will be 'spritzing-up' Londoner's evenings, with an extraordinary rooftop 'Aperol Spritz Social' event, alongside a series of pop up bars across the city this summer. The experiences are designed to encourage city dwellers to make the most of the after-work moment, taking the Italian Aperitivo experience to the next level.

The biggest Aperol Spritz Social to date will be hosted on Thursday July 13<sup>th</sup> at Netil 360, East London and will not only be a place to enjoy a delicious aperitif, but also serve up one-off collaborations and surprise moments throughout. From a Sunset Spritz DJ set with renowned DJ Norman Jay MBE, to one of the world's biggest cicchetti spreads (Italian small plates) by renowned Peckham-based Italian dining hall Forza Win, the events will be packed full of memorable and engaging experiences. Guests can also expect Aperol-infused ice cream with Chin Chin Lab, orange manicures with WAH nails, glitter facial embellishments, hands-on Aperol Spritz masterclasses with Italian bartenders, sociable games and more...

As well as the Aperol Spritz Social event, Aperol Spritz-lovers will be able to enjoy a long, orange summer, with pop-up Aperol bars and events touring drinking spots across London, from Peckham to Camden, ensuring city dwellers get the perfect start to their evening with the original Spritz.

**Paolo Tonello**, **Aperol Brand Ambassador**, said *"This summer, we are inviting Londoners to raise a glass of delicious Aperol Spritz and celebrate the end of the working day, whether at our rooftop Aperol Spritz Social, at the Aperol pop up bars across the city or simply at home. Cin cin!"*

Each of these experiences are set to add some fizz to the London's social scene, serving up the ultimate sundowner moment to be enjoyed with friends.

Visit [www.aperolspritzsocials.com](http://www.aperolspritzsocials.com) for more information on the pop-up bars and to apply for



the Aperol Spritz Social London event.

**ENDS**

### **NOTES TO EDITORS**

For further information on Aperol, please contact the team at W:  
[aperol@wcommunications.co.uk](mailto:aperol@wcommunications.co.uk)

#### **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 aperitifs 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.

To find your nearest Aperol Spritz bar, visit [www.aperolspritzsocials.com](http://www.aperolspritzsocials.com). For stockist information, visit [www.aperol.com](http://www.aperol.com).

#### **ABOUT Campari UK:**

Campari UK is Gruppo Campari'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 brand 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 spirits brands: each with speciality offerings in their quality, innovation, and style. Visit <http://www.campariuk.com> to find out



more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

### **About Gruppo Campari**

Gruppo Campari 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 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](http://www.camparigroup.com/en)

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