

## Ready jet-set go! Koko Kanu unveils the “Frequent Flyers Cocktail Club”

*Premium rum brand invites guests on a cocktail journey inspired by the golden era of jet set travel*



**London, June 2017:** Inspired by 1950's Jamaica, Koko Kanu, the UK's leading premium white rum blended with coconut flavour, is inviting Londoners and travel enthusiasts alike on a journey to six bar destinations throughout the month of July.

To unlock a ticket to the “Frequent Flyers Cocktail Club”, guests simply need to show off their past holiday snaps at their closest bar stop. By showing off their past adventures, city-dwellers will redeem a Koko Kanu passport and map giving them two complimentary serves. With these in hand, guests will be all set to travel between bars and imbibe around the world in six globally-inspired cocktail bars.

From Mexico's Baja California inspired El Camion to Shanghai's speakeasy Opium bar in Chinatown, all six stops will serve up a bespoke cocktail created by each bars' mixology team – alongside the signature Koko Kolada and Koko Daiquiri – transporting visitors overseas to far-flung travel hotspots.

Russell Burgess, Koko Kanu's Rum Ambassador, said: *“This summer we are taking guests back to an era of rustic elegance and lustful adventure with Koko Kanu's cocktail journey. At each bar, we'll be unveiling new coconut-twists on classic cocktails, that will transport guests to sunnier climes”*

Visitors can collect stamps in their Koko Kanu passport at each stop, receiving a free drink on their 3<sup>rd</sup> stamp, and those who complete the trail will be in with the chance of winning prizes worthy of a jet-setter, including beautifully crafted luggage accessories, cocktail experiences and more. To enter, travelers must post a picture of their completed passport on their social media channels, using #addsomeadventure and tagging @KokoKanu\_UK.

For more information on the adventure and the six bar stops visit [www.kokokanu.com](http://www.kokokanu.com).

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**ABOUT Koko Kanu:**

Made from 100% Jamaican rum, Koko Kanu is infused with coconut flavour and is the UK's leading premium flavoured white rum. The brand is available at major retailers including Sainsbury's and Ocado, RRP £20 for 70cl (37.5% ABV). For more information please visit [www.kokokanu.com](http://www.kokokanu.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:**

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 Vodka 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/>. Please enjoy our brands responsibly.