



TURN NATIONAL PROSECCO DAY ORANGE WITH A SPLASH OF APEROL

Upgrade your Prosecco celebrations by wearing orange to enjoy a complimentary Aperol Spritz – salute!

London 31st July 2019: Aperol, Italy's iconic aperitif, is giving National Prosecco Day celebrations a vibrant Italian twist by partnering with top bars across the UK for you to enjoy an Aperol Spritz on the house. All you have to do is take fashion inspiration from your favourite cocktail: turn up to one of 30 bars across the country wearing a splash of orange on 13th August 2019.*

Whether you embrace this with a statement orange ensemble or merely add a subtle splash of orange with a hat, jewellery, sunglasses or even socks - make sure to turn your National Prosecco Day orange at one of the participating bars (see below), with an Aperol Spritz completely free of charge.

It shouldn't be too tricky to incorporate a touch of orange into your outfit, as it is THE colour to be seen in this summer. However, for those struggling for inspiration, make sure you keep your eyes open for the Aperol Ape Van which will be doing the rounds to provide you with that essential orange accessory. Follow @AperolSpritzUK to find out more!

You can upgrade your Prosecco to an Aperol Spritz at some of the UK's best bars including:

LONDON

- [Liquorette, Fitzrovia](#)
- [Sophie's Steakhouse, Soho](#)
- [The Social, Peckham](#)
- [WC, Clapham](#)
- [Grind Shoreditch, Shoreditch](#)
- [Grind Liverpool St, Liverpool St](#)
- [Grind Exmouth Market, Exmouth Mkt](#)
- [Grind Greenwich, Greenwich](#)



- [Heads & Tails, West Hampstead](#)
- [Near & Far Bar Camden, Camden,](#)
- [Near & Far Bar Peckham, Peckham](#)
- [R.S Hispaniola, Embankment](#)
- [Galley, Islington](#)

EDINBRUGH

- [Tigerlily](#)
- [Apothecary](#)

GLASGOW

- [Brutti Compadres](#)
- [The Grosvenor Café](#)

LIVERPOOL

- [Buyers Club](#)
- [Santa Maluco](#)

MANCHESTER

- [Con Club](#)
- [Common](#)
- [Vesper](#)

LEEDS

- [Livin Italy Dough House](#)

SHEFFIELD

- [Domo](#)
- [Ambulo](#)

BIRMINGHAM

- [Gas Street Social](#)

NOTTINGHAM

- [Das Kin](#)

BOURNEMOUTH



- [Aruba](#)
- [West Beach](#)

BRIGHTON

- [Twisted Lemon](#)

Aperol is well known for its instantly-recognisable and insta-famous bright orange hue, but did you know that the iconic drink celebrates its 100th birthday this summer? Indeed, the aperitif has been a traditional Italian icebreaker, helping to spark spontaneous sociable connections, since 1919. What better way than to celebrate both National Prosecco Day and Aperol's centenary than donning your best orange outfit and raising a glass of refreshing Aperol Spritz with friends?

Salute! Share your best Aperol Orange outfits with us by using [@AperolSpritzUK](#) and [#MakeItOrange](#).

- ENDS -

For further information on Aperol, please contact the team at BCW aperol@cohnwolfe.com / 020 7331 2351

Terms and Conditions

* The first 50 customers in each participating bar who order an Aperol Spritz whilst wearing an item of orange clothing, accessories or makeup will receive a perfectly served drink, offered on the house.

The Aperol Spritz National Prosecco Day offer is strictly limited to one per person and will be served to those wearing any item of orange clothing, accessories or makeup at the discretion of bar staff.

Bar staff at each location reserve the right not to serve a customer. Only 50 Aperol samples are available at each of the participating bars, and only on Tuesday 13th August 2019.

ABOUT APEROL

How To Make: Aperol Spritz

Simply follow the 50:50 recipe to create the perfect Aperol Spritz at home:

- Fill a large wine glass with ice
- Combine prosecco followed by Aperol in equal parts
- Add a splash of soda
- Garnish with an orange slice

Aperol was created 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 world.

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

Please enjoy our brands responsibly