



It's an Aperol Birthday Party, and YOU'RE invited!

Join the 100th birthday celebrations and say Buon Compleanno at The Aperol Spritz Big Birthday Social

April 2019: Aperol is marking 100 years in true Italian style this summer, inviting Londoners and Mancunians to immerse themselves in a world built for endless possibilities of Italian-style spontaneity and sociability. This party like no other will take place between **23rd May–1st June** in London, at the Shoreditch Electric Light Station and **19th-23rd June** at The Oast House, Manchester.

LONDON

Kicking off in London, upon entry, you will surrender yourself to a world where the birthday bubbles live both inside and outside the glass.

As you step into the sun-kissed courtyard, you cannot help but embrace the Italian alfresco life as you encounter the beautiful Aperol 1919 Lido. Inspired by the original Lido – the chic Italian beach resort near Venice – you can take a seat under the flowing orange waterfall, recline waterside, or indulge in the inviting swirl of vibrant shallow waters to cool your toes or simply grab an orange slice float to relax with a friend. For a more immersive water adventure, take or make friends in the Aperol-100, Fiat-500 hot tubs, where the bubbles match the DJ beats.

For more Aperol inspired birthday fun, make your way inside, to the astounding showcase Aperol bar, that serves deliciously crafted Aperol Spritz and access to the embedded 'bubble booths', heroing a giant Aperol Spritz glass shaped ball pit! Or take a ride on the UK's first ever revolving Aperol carousel bar and say 'salute' to the bartender. Don't forget to keep an eye on the Aperol countdown clock to make sure you are ready for the 100th Birthday bang.

Want to know what aperitivo style felt like 100 years ago? The Aperol Spritz Big Birthday Social defies time and encourages you to seek out the '100 Years of Aperitivo' bar, where you and friends can experience an intimate aperitivo and learn how to make the Venetian classic first hand from a true expert.

MANCHESTER

A big birthday deserves a big party and Manchester will continue to celebrate, as the Aperol Spritz Big Birthday Social arrives at [The Oast House](#) in late June. Once home to hops and kilns, The Oast House now cultivates good times!

Head down to enjoy your Aperol Spritz in our amazing Aperol 100 Piazza and celebrate our 100th birthday by dancing the night away to live DJs. Take a spontaneous spin on the revolving Aperol carousel bar where you can learn how to make a perfectly crafted Spritz with one of



our Italian brand ambassadors and say ‘salute’ with a new friend or two. Watch this space for more exciting announcements on the Aperol Spritz Big Birthday Social Manchester – coming soon.

CAPTURE THAT SOCIABLE BIRTHDAY SPIRIT AT THE APEROL SPRITZ BIG BIRTHDAY SOCIAL

For 100 years, Aperol has been a traditional Italian icebreaker, helping to make connections with friends old and new. However, despite our deepening love for Aperol, Brits still have plenty to learn from our Italian friends when it comes to embracing sociability and the true art of the spontaneous ‘aperitivo hour’.

Whereas Italians wouldn’t think twice about introducing themselves to someone new over an Aperol Spritz as the sun sets, this often proves a step too far for Brits, with 74% of Brits having felt reluctant to start up a spontaneous conversation with a stranger in a social setting.*

One occasion when Brits are not bashful when it comes to embracing the joy of new connections: a birthday party! Here Brits come into their own, with 69% stating they are more likely to talk to someone they don’t know at a birthday party than any other occasion. This impulse to socialise can lead to making lasting connections with 65% admitting to having met a friend for life and 37% having met a partner at birthday parties.

So why not book a ticket for you and a friend to join the Aperol Spritz Big Birthday Social to indulge in some feel-good spontaneous connections, or show up on the day, as tickets can be bought on the door (London).

KEY EVENT INFORMATION – LONDON

Where?: Shoreditch Electric Light Station, Coronet Street, London, N1 6HD

When?: The Aperol Spritz Big Birthday Social will run over 9 days from Thursday 23rd May – Sunday 26th May, Wednesday 29th – Saturday 1st June

Opening hours:

- Thursday 23rd May – Friday 24th May, Wednesday 29th – Friday 31st May: 6-10pm (*last entry 9.30pm*)
- Saturday 25th and Sunday 26th May, Saturday 1st June: 12-10pm (*last entry 9.30pm*)

Price:

- Tickets are £10 – including two perfectly crafted Aperol Spritz and some Italian aperitivo
- Sociable specials are £18 for 2 tickets, or £34 for 4 tickets including aperitivo
- Additional Aperol Spritz priced at £6 each

KEY EVENT INFORMATION – MANCHESTER

Where?: The Oast House, Spinningfields, Manchester M3 3AY



When?: Wednesday 19th – Sunday 23rd June

Opening hours:

- Wednesday 19th, 5pm-10pm
- Thursday 20th, 5pm-10pm
- Friday 21st, 5pm-10pm
- Saturday 22nd, 12pm-10pm
- Sunday 23rd, 12pm-10pm

Price: Entry is free with sociable special deals at the bar for Aperol Spritz cocktails

For more information, visit www.facebook.com/AperolSpritzUK, follow us on Twitter and Instagram: @AperolSpritzUK #BigBirthdaySocial.

- ENDS -

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

NOTES TO EDITORS

RESEARCH*

An online survey was conducted by Markettiers among 1,000 UK adults. The research fieldwork took place between 16th and 18th April 2019. Markettiers is a creative market research agency that employs MRS-certified researchers and abides to MRS code.

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](https://twitter.com/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