

# CAMPARI®

## PRESS RELEASE

### CELEBRATE THE ICONIC NEGRONI WITH THE RETURN OF CAMPARI'S 2016 LIMITED EDITION ART LABEL

*Campari pays tribute to cocktail of the century with this year's theme, 'There is no Negroni without Campari'*

London, 28 September 2016 - Campari, Italy's iconic red bittersweet aperitif, is excited to unveil its latest, annual limited edition Art Labels. The Art Label project was first launched in 2010 to celebrate Campari's 150<sup>th</sup> anniversary, and this year will introduce three new limited edition labels to celebrate the iconic Negroni, an art form in itself, to which Campari is undoubtedly and intrinsically linked.

This year's theme, *There is no Negroni without Campari*, celebrates Campari's pride in being an essential ingredient of the original recipe – an iconic mix of Campari, gin, and sweet red vermouth created by chance in Florence in 1919 by Count Camillo Negroni.

Crafted with a simple yet eye-catching design, the three new Art Labels emphasise two iconic elements of the Campari brand – the bottle itself and of course, the glass; tapping into the rise in popularity of bitter flavours and the subsequent explosion of the Negroni as one of the most famous contemporary classic cocktails in the world, despite approaching its 100<sup>th</sup> birthday.



Just as there is no Negroni without Campari, there is also no Negroni without the passion and creativity of the world's bartenders, whose creativity has fuelled hundreds of twists and reinterpretations of this iconic classic, each complementing Campari's uniqueness and this year, contributing to the *Contemporary Classics Compendium* – a recipe collection consisting of reinterpretations of the Negroni and other Campari classics, created by bartenders from over 41 countries and curated on the Campari [Facebook](#) page.

A stylish addition to any drinks cabinet for Campari lovers and contemporary art enthusiasts alike, the vibrant colour schemes of this year's Art Labels offer a magnificent contrast against the iconic Campari red liquid, while for the very first time, this year's bottles feature a QR code offering cocktail fans a unique new experience through a step-by-step guide to creating the perfect Negroni from the comfort of their own home.

The limited edition 2016 Art Label 70cl bottles will be available to purchase from **Waitrose, Sainsbury's and Tesco as of Saturday 1<sup>st</sup> October.**

Watch this year's *There's no Negroni without Campari* video [here](#) to learn how to mix your favourite bittersweet cocktail just like the experts.



For more information go to:

[www.campari.com](http://www.campari.com)

[Facebook](#) / [Instagram](#) / [Twitter](#)

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**For more information please contact:**

Joanne Connarty – [campari@wcommunications.co.uk](mailto:campari@wcommunications.co.uk)

07478 698 169

**About Campari**

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

**About Campari UK**

Campari UK is the Gruppo Campari's UK subsidiary, headquartered in London. A multicultural and dynamic team composed of 40 Camparistas from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums.

At the heart of Campari UK there are two main portfolio offerings: the Italian portfolio with heritage brands such as Campari and Aperol and the white & brown spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Bourbon.

The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin.

**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, SKYY 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>

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