

CAMPARI®

CAMPARI® FACT SHEET

CAMPARI®:

Bold, passionate and completely unique, Campari makes a dry and refreshing cocktail that can be enjoyed anytime. Hand-crafted according to the same secret family recipe invented in Italy in 1860, Campari is a complex blend of herbs and spices with orange as the predominant flavor. Campari is a one-of-a-kind, refreshing spirit that can be enjoyed in both classic and contemporary cocktails, including the world-famous Negroni. With its distinct color, aroma and flavor, Campari has always been a symbol of passion. Campari's patronage of the arts reflects the modern spirit of the brand as stylish, distinctive and creative.

ORIGIN:

Campari is a one-of-a-kind classic with over 150 years of tradition and history. Founded by Gaspare Campari in 1860, Campari is distilled in San Giovanni, near Milan, Italy.

AVAILABLE SIZES AND RETAIL:

750 ml \$25.99 1L \$29.99

PROOF:

48 (24% alc./vol.)

TASTE PROFILE:

Campari is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water; these last two being the recipe's only known ingredients. Many have guessed at the number of ingredients: some say there are 20 or 60, but others list the ingredients at 80. All of these components combine to create the bitter, spicy and sweet sensation that makes Campari unique.

SIGNATURE COCKTAILS:

Some of the world's leading mixologists have said that the Negroni (equal parts Campari, gin and sweet vermouth) is one of the true classic cocktails. Campari is also enjoyed in the Americano, with soda and garnished with an orange slice, or on the rocks.

AWARDS & ACCOLADES:

- Wine Enthusiast rates Campari 96 points (2011)
- Wine Enthusiast named Campari one of the top 50 Spirits of 2011