



FOR IMMEDIATE RELEASE

LIVE FOR BRUNCH? BECOME A CHIEF BRUNCH OFFICER FOR THE APEROL® BRUNCH SOCIETY.

Aperol, Italy's Popular Spirit, Is Searching for Four Plugged-In Social Butterflies To "Brunch For A Living" All Summer Long. Apply Now For the Best Job in the World

SAN FRANCISCO (APRIL 23, 2014) – Love brunch? Have we got a job for you. Live for brunch, drink an [Aperol Spritz®](#), look great, and collect a paycheck — it's a hard job but, hey, someone's got to do it. Italy's popular spirit, Aperol®, is declaring its signature cocktail, the Aperol Spritz, the official drink of brunch this summer and is looking for brunch aficionados to spread the word. With its bright orange color, refreshing taste and bubbly, fun essence the Aperol Spritz will inspire a new spin on brunch and encourage consumers to toss out those old, tired mimosas and enjoy the warm summer weather with a side of an Aperol Spritz!

Brunch isn't just a meal – it's a lifestyle and its best enjoyed with an Aperol Spritz. Because of this, Aperol created the Aperol Brunch Society. Every society needs its leaders, so Aperol is hiring four Chief Brunch Officers (CBO's) to "Brunch for a Living." As the head of each of their local chapters in New York, San Francisco, Miami and Los Angeles, the Chief Brunch Officers will enjoy amazing brunches with their friends at the hottest spots in their cities all summer long and share the happiness by spreading the word of their signature cocktail, the Aperol Spritz, with an ever-increasing group of interesting people. "Brunch for a Living," what on earth could be better?

"Brunch is America's weekend darling and the Aperol Spritz is the perfect drink for this treasured pastime with its low alcohol content and crisp, zesty orange taste. It's stunning to behold, delicious to drink and as easy to prepare as 3-2-1," says Kathleen Schuart, Senior Marketing Director, White Spirits, Campari America. "As the Aperol Spritz trend grows quickly in the U.S., we need people we can trust to make sure the Aperol Spritz is being made and enjoyed properly, so we've launched the 'Brunch For A Living' job search to find the ideal candidates to spread the word about the next great summer cocktail. I think the boring mimosa's days are numbered."

The job search starts today and runs through May 31. To apply for the position, applicants must submit a 15-second video on Instagram explaining why they should be named their city's Chief Brunch Officer using [@AperolUSA](#) along with #BrunchForALiving tags. Job qualifications include:

- Insider knowledge of candidate city's hottest brunch spots
- Almost painfully prolific social media user

- Live in one of Aperol Spritz designated metro areas
- Exceptional standards of style and culture
- A killer sense of humor
- 21 and up

The more “likes” an applicant has, the more visible the video becomes and the greater the chances of getting the job. Consumers can visit www.aperolbrunchsociety.com to learn more and check out their competition as they submit their videos.

Once a brunch lover lands the coveted Chief Brunch Officer position, their responsibilities kick in and will include:

- Drink the Aperol Spritz and enjoy brunches at different locations every weekend between June and August - but remember to always enjoy Aperol responsibly.
- Fill your table with old and new friends each week.
- Promote your chapter of the Brunch Society and introduce as many new members to the Brunch Society as you can.
- Constantly post and spread the word online about the Aperol Spritz at brunch, curating photos, videos and stories of how much your chapter is winning at life during your brunches. Share the happiness with consistent weekly social posts using #BrunchSociety and tagging [@AperolUSA](https://twitter.com/AperolUSA).

The Aperol Spritz can be found in the hottest bars and brunch spots. With its bright orange color, refreshing taste and bubbly effervescence, the Aperol Spritz is summer’s perfect cocktail as it tastes like the season feels – light, crisp and fun – with 3 parts Prosecco, 2 parts Aperol and 1 part soda water, over ice and garnished with orange.

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About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world’s finest whiskies since the 1800’s. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari’s portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell’s Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bulldog® Gin, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland’s® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

Campari America is headquartered in San Francisco, California. More information on the company can be found at www.campariamerica.com, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 17 countries. The Group employs over 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.

About Aperol

Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians' favorite spirits. It is light on alcohol at only 11 per cent by volume and 15 per cent by volume in France and Germany, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day. Aperol is a lively drink that evokes the Italian lifestyle, from the aperitif hour to an evening in the piazza (square). Sunny and best enjoyed with friends, the unique Aperol taste is deliciously Italian but with a totally international appeal. Mixed with Prosecco and a splash of soda, Aperol makes the perfect Aperol Spritz, the irresistible drink that has taken Italy by storm and fast becoming a cult outside of Italy, extending to neighboring countries and even across the continent.

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