



FOR IMMEDIATE RELEASE

CAMPARI® AND IMBIBE CELEBRATE THE SPIRIT OF GIVING WITH SECOND-ANNUAL NEGRONI WEEK, JUNE 2-8

Participating Bars Nationwide to Donate a Portion of the Proceeds From Every Negroni Sold to Charity

SAN FRANCISCO (APRIL 2, 2014) – Raising a glass to a good cause has never been easier. From June 2-8, 2014, Campari® and *Imbibe* Magazine will present Negroni Week nationwide when a portion of proceeds from every Negroni sold at participating bars and restaurants will be donated to the charity of their choice. In addition, Campari, the legendary one-of-a-kind red spirit, will donate \$10,000 to the top fundraising establishment's charity.

"Last year through Negroni Week, we were able to give back by simply enjoying one of my favorite cocktails," says Jonny Raglin of Comstock Saloon in San Francisco, one of the original Negroni Week supporters. "Cocktails are really only improved by supporting those in need."

Last year, more than 120 bars and restaurants across the U.S. participated in the inaugural Negroni Week, including renowned cocktail destinations such as PDT in New York; Son of a Gun and Spare Room in Los Angeles; Imperial in Portland; and many more. "What started as a grassroots movement to aid charities through a cocktail is now an orchestrated effort around the world, giving bartenders and Campari fans a chance to give back to causes that matter most in their communities," said Umberto Luchini, Head of Marketing, Campari America. Negroni Week 2014, held in partnership the U.S. Bartender's Guild (USBG), uses the classic Negroni cocktail - made with, and only with one part Campari, one part gin and one part sweet vermouth – as the catalyst to help raise funds for worthy causes. "We launched Negroni Week not only to celebrate one of the

world's great cocktails but also to create a unique platform for charities nationwide," says *Imbibe* publisher Karen Foley. "It's such an amazing way for bartenders and cocktail enthusiasts to join forces for the greater good."

Bars and restaurants interested in signing up can go to www.NegroniWeek.com. This is also where consumers can find participating bars and restaurants in their area. To kick off the week, Campari and *Imbibe* will hold launch events in New York and San Francisco benefitting local charities, including the San Francisco-Marin Food Bank and City Harvest in New York.

Negroni fans nationwide will be encouraged to spread the word on social media using the hashtag #NegroniWeek, with surprise giveaways to supporters throughout the week.

Invented in Florence, Italy, in 1919, the exceptionally easy-to-create and even easier-to-enjoy Negroni is considered an aperitif – a drink traditionally consumed before a meal to stimulate the appetite. It can be served up in a cocktail glass or on the rocks, and it is always stirred, never shaken. For more information on the Negroni and Campari, visit www.Campari.com.

About Negroni Week

In the summer of 2013, *Imbibe* Magazine launched Negroni Week, a celebration of one of the world's great cocktails and an effort to raise money for charitable causes around the world. Now in its second year, *Imbibe* has teamed up with Campari to present Negroni Week 2014. From June 2-8, bars across the U.S. (and some around the world) will be mixing Negronis and donating a portion of proceeds from each one sold to a charity of their choice. For more information, including a list of participating bars and upcoming events, visit negroniweek.com and follow the hashtag #negroniweek.

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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](https://twitter.com/CampariAmerica) and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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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 16 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. Media images are available at http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

About Imbibe

Imbibe is the ultimate guide to liquid culture. In every issue of the James Beard award-winning magazine and on imbibemagazine.com, you'll find the best drink recipes and everything you need to know about the people, places, flavors and cultures of drinks. Imbibe is a media company encompassing a magazine, website, books, videos, events and charitable initiatives, such as Negroni Week. Follow Imbibe on Twitter, Facebook and Instagram: [@imbibe](https://twitter.com/imbibe).

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