



Together Again: Aperol creates 100,000 moments to reconnect with an Aperol Spritz on them

- As hospitality venues re-open, Aperol celebrates the joy of reconnection by picking up the tab for up to 100,000 Aperol Spritz
- Friends can share a pair of Aperol Spritz face-to-face for the first time in nearly 100 days, with Aperol picking up the tab for one of them
 - Register now, then reconnect and redeem when they're ready to socialise



08 April 2021: As the country gets ready to cast off the video calls and come together again over the welcome sound of clinking glasses and conversation, Aperol is celebrating the joy of reconnection with 100,000 Aperol Spritz – *gratis*.

The gesture comes as industry research suggests that catching up with friends is the top reason people will be visiting hospitality venues when they reopen¹. Reuniting with those we love for that first refreshing drink to kick-off the evening and reconnect is at the heart of the Aperitivo culture, that Aperol has been synonymous with for more than 100 years.

Which is why, as the nation enjoys its first taste of face-to-face reconnection for nearly 100 days, Aperol is marking the moment in true Italian style. Simply share a pair of Aperol Spritz with someone who matters, and Aperol will pick up the tab for one of them.

To participate, people should register online [here](#), order two Aperol Spritz to enjoy with a friend at any bar, pub or restaurant in England, Wales or Northern Ireland,² and one of the drinks will be on Aperol.

Once someone has registered, the Aperol Spritz can be enjoyed whenever, wherever and with whomever they wish until 31 August – when they feel comfortable socialising and are able to meet up with those who matter most to them.

People can also choose to support hospitality venues in another way, by donating the equivalent of their Aperol Spritz to hospitality industry relief fund Shaken Not Broken, which supports current and former bar workers affected by lockdown.

Together Again: How it works

Aperol has made enjoying one of the 100,000 Aperol Spritz available as straightforward as possible. People simply need to:

- Register [here](#) by 17th May and receive confirmation email
- Reconnect with a loved one when they feel comfortable (until 31 August) and purchase two Aperol Spritz at any bar, pub, restaurant or hotel in England, Wales or Northern Ireland



- Redeem by following the link in the confirmation email, and then uploading a photo of their itemised receipt showing two Aperol Spritz
- Receive a refund of £8 – more than the average price of an Aperol Spritz in the UK³ – via bank transfer or PayPal

There will be only one registration and redemption permitted per person.

Loris Contro, Aperol UK brand ambassador, said: “Life, like a Spritz, is best served shared. That’s why, after so long apart, we wanted to play our part in bringing people together again, as hospitality venues re-open across the country – with an Aperol Spritz on us. We don’t want people to visit bars before they’re comfortable doing so, which is why they can redeem their drink when they’re ready over the summer until 31 August. Each drink represents two people reconnecting and making up for lost time – a joy shared is a joy doubled. Salute!”

ENDS

1. CGA 2021 Hospitality Forecast.

2. The gesture is not available in Scotland due to Scottish licensing laws.

The average price of an Aperol Spritz in the UK is £6.94 (Source: CGA On Premise Measurement Service Data to: 28.12.2019).

For more information and hi-res images please contact Aperol@3monkeyszeno.com

Notes to editors

#AperolTogetherAgain

The Perfect Aperol Spritz

A beautifully simple and refreshing cocktail, follow our 3:2:1 recipe

- Fill a large wine glass with ice
- Combine three parts Prosecco, two parts Aperol and one part soda
- Stir and garnish with a slice of fresh orange

How it works and terms and conditions

- Register [here](#) and fully complete the online form and submit.
- Once you have successfully registered and received a confirmation email, purchase X2 Aperol Spritz cocktails at any bar nationwide (excluding Scotland) and take an image of the receipt (and keep original copy).
- Visit <https://www.aperolspritzsocials.com/together-again-redemption-submission-form/> and fully complete the online form together with a scanned copy of a valid itemised receipt showing the retailer and date of your purchase of ‘Aperol Spritz’ cocktail (150ml). Receipt must be itemised clearly demonstrating the drink purchased as ‘Aperol Spritz’ – “cocktail” will not suffice.
- Campari UK will not allow additional registrations on the registration page <https://www.aperolspritzsocials.com/together-again/> once 100,000 registrations have been reached.
- Purchases must be made in the on-trade in England, Wales and Northern Ireland. Any off-trade purchases, and any purchases in Scotland, will not be considered valid.
- Minimum value of the two Aperol Spritz combined on the receipt must not be less than £10.
- Only one registration, claim and refund available per person. Once a refund has been made using first and last name, email and bank account or PayPal details, future claims using such details will be rejected.
- Claims will be validated within 48 hours and refunds provided within 7-10 days. Up to 100,000 serves will be redeemed.
- Submissions must be received on or before (31st August 2021) and any submissions for a refund received after this date, or after 100,000 serves have been accepted for refund, will be rejected.



About Shaken Not Broken

Campari Group UK created the Shaken Not Broken Fund in April 2020 to provide much-needed support to front-line workers in the hospitality industry during and following the COVID-19 pandemic.

The fund was created in collaboration with The Drinks Trust and TIPJAR, in response to so many hospitality workers facing economic hardship as a result of the outbreak. This reality is exacerbated by the reliance on tips and service charges in the hospitality industry, which are not currently taken into account within the Government's furlough scheme.

Campari Group UK continues to call on the nation to get involved, and help support those from the industry hit hardest across the country – from bartenders and servers, to bar backs, dishwashers and managers.

Direct donations can be made via TIPJAR: <https://www.wereatipjar.com/shakennotbrokenfund/>

About Campari Group UK

Campari Group UK is Campari Group's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari Group UK comprises more than 65 'Camparistas' from over 10 different nationalities.

At the heart of Campari Group UK are three main portfolio offerings. The first is the **Aperitivo Champions** portfolio, led by the iconic Italian brands Aperol and Campari. The second is the **Urban Disruptors** portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally, there is the **Prestige Challengers** portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 50 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari Group UK on Instagram or Twitter at @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 21 plants worldwide and has its own distribution network in 22 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano N.V. (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.