

# CAMPARI GROUP

## PRESS RELEASE

### CAMPARI GROUP AND IBA (INTERNATIONAL BARTENDER ASSOCIATION) COLLABORATE TO PROMOTE RESPONSIBLE SERVING

Milan, 20 July 2022.

The Bartender Hero initiative, **in collaboration with the leading International Bartender Association**, confirms Campari Group's commitment to **raising awareness around responsible alcohol serving with a program dedicated to bartenders and mixology enthusiasts**.

Designed to engage and sensitize the bartender community to responsible serving practices, and to educate them regarding the properties and effects of alcohol, Bartender Hero **empowers the bartenders and mixologists to guide consumers towards responsible consumption**.

Inaugurated as a pilot project in 2019 in Italy, the project was born as **a free online course accessible through the [www.bartenderhero.info](http://www.bartenderhero.info) website** aimed at bartenders and all those who want to educate themselves about responsible and quality service.

The Bartender Hero initiative stems from the conviction that education is the key to ensuring responsible serving and responsible consumption of alcoholic beverages. The project highlights the **crucial role of bartenders in educating the consumer to prioritize the quality of a drink** or a cocktail prepared with the highest expertise over the quantity consumed.

Thanks to the partnership with IBA, the most important international bartender organization in the world and a point of reference for all operators in the sector, **Bartender Hero now reaches an international dimension and a wider audience** thanks to the network of over 50,000 bartenders who are members of the Association.

**Campari Group's Sr Public Affairs & Sustainability Director Aldo Davoli comments:** *"By once again focusing on one of our most relevant stakeholders, the bartender, we are proud to launch internationally a project which was born at local level, leveraging on the cooperation with a global partner and point of reference for the entire sector: the International Bartender Association (IBA). Thanks to this partnership we can now export and further reinforce worldwide our commitment to responsible serving, playing our part in combating irresponsible drinking patterns. A further step forward which confirms, once again, the active role played by Campari Group and the industry as a whole in the area of responsible practices."*

**IBA President Mr. Giorgio Fadda comments:** *"Our commitment to cultural and social education in the field of responsible drinking is renewed and evolved. To reach the bartenders of the world, IBA has diversified its communication models and strategies with this new challenge. Bartender Hero was born from the direct collaboration with Campari Group, one of our historical and illustrious partners who has always been sensitive to responsible alcohol consumption.*

*The constellation of subjects who are committed to promote this issue have always been the same, the ones that offer professional quality standards. By looking at the past, when Campari entrusted the promotion of its products to great and innovative artists, who expressed themselves by creating "advertisement" posters that are now considered masterpieces, and by a look to the future, where the multimedia game involves in a virtual animation representing the bartender, calling him to respond in person, to tastes, skills and self-perception.*

*It's worth highlighting this collaboration, an ability to offer a drink of the highest quality and the mission of accompanying the customer in a totally new unusual virtual view, of what an experience of the pleasure of drinking is."*

#### 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 e Grand Marnier.

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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 Sesto San Giovanni, Italy, Campari Group owns 22 plants worldwide and has its own distribution network in 23 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.

Drink Responsibly

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

## About IBA

The International Bartenders Association was founded in 1951 and consists of bartender guilds from 64 countries. Thanks to steady interest from around the globe, the IBA continues to grow.

For the IBA, strength lies in the wealth of tens of thousands professional experienced bartenders internationally. Today, IBA is proud to be a worldwide authority in the professional bartending industry. Our mission is to connect, educate and inspire bartenders of the world. Through ongoing collaborations with industry leaders and partner companies, we inspire, inform and enable our members to advance with their careers. All official members of the IBA board, are elected by secret ballot, with one vote for each member country regardless of the number of members of each association. They do not receive salaries or compensation and remain in office for a period of three years and are all re-eligible. Our priorities are to focus on preserving the traditions of major innovations in the art of bartending. The International Bartenders Association was founded in 1951 and consists of bartender guilds from 64 countries. Thanks to steady interest from around the globe, the IBA continues to grow. For the IBA, strength lies in the wealth of tens of thousands professional experienced bartenders internationally. Today, IBA is proud to be a worldwide authority in the professional bartending industry. Our mission is to connect, educate and inspire bartenders of the world. Through ongoing collaborations with industry leaders and partner companies, we inspire, inform and enable our members to advance with their careers. All official members of the IBA board, are elected by secret ballot, with one vote for each member country regardless of the number of members of each association. they do not receive salaries or compensation and remain in office for a period of three years and are all re-eligible. Our priorities are to focus on preserving the traditions of major innovations in the art of bartending.

## FOR FURTHER INFORMATION

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