



Aperol launches range of Merry Spritzmas cards to encourage spontaneous get togethers outside of the Christmas rush

72% of Brits will value spending time with loved ones instead of presents this Christmas

Aperol's Merry Spritzmas cards double up as a gift – an e-voucher for a pair of Aperol Spritz to redeem at any All Bar One in England and Wales from January 2023 and February 2023, with all proceeds from the cards going to The Drinks Trust



November 2022: It's an ancient annual tradition: looking to meet all your nearest and dearest for a drink during the festive season, only to find that full diaries, clashing schedules and last-minute shopping makes it all but impossible.

Which is why this year [Aperol®](#), the iconic Italian aperitivo, is encouraging the nation to give friends and loved ones the gift of more spontaneous connection through its first-ever range of Merry Spritzmas cards.

The cards, available in three vibrant designs, include a complimentary pair of Aperol Spritz® for the sender and recipient to enjoy from January 2023 and February 2023¹ - so friends have ample time to organise their get togethers after the busy festive period.

And they come as almost three quarters (72%) of the UK say they will value the presence of loved ones more than receiving presents this year, with a quarter (27%) saying they would rather receive a card with a meaningful message than a material gift.

¹ For each purchase of Aperol's Merry Spritzmas cards, the customer is sent an e-voucher to redeem two Aperol Spritzes. T&Cs: UK residents 18+ year olds. Must be redeemed throughout January and February 2023 in any All Bar One across England and Wales. Full T&Cs below. Promoter: All Bar One [entity and address].



The new research from [Aperol](#) also shines a light on what's important to the nation this (hopefully) post-Covid Christmas, as 55% plan to do more catching up with loved ones than previous years. With spending time with family and friends and festive food, topping the list of seasonal anticipation – whilst giving presents through Secret Santa ranked amongst the lowest.

To help bring friends together, Aperol's Merry Spritzmas cards have been created in collaboration with Bristol-based artist Bett Norris, to celebrate togetherness and spread a little bit of spontaneous joy outside of the festive rush, as one in seven of us (15%) have had to cancel get-togethers due to last-minute Christmas admin.

The cards, which retail at £5 each and unlock a pair of Aperol Spritz at any All Bar One across England and Wales, also aim to alleviate the challenge of not knowing what to buy or how much to spend, as 81% of Brits say they will find the present buying process stressful this year, and one fifth of Brits revealed they would most like to be gifted with an experience to enjoy with a friend/loved one this year.

Proceeds from the sale of each Merry Spritzmas card will go to hospitality charity The Drinks Trust, providing support to the hospitality workforce, both past and present, as the cost-of-living crisis continues.

Loris Contro, Campari Group UK Italian Icons Brand Ambassador, says *“Coming together with friends and family is what Christmas is all about – spending time with each other is a gift.*

“And while the festive season is a swirl of social events, we know that the sheer volume of pre-planned arrangements and last-minute admin can be overwhelming.

“With reconnecting with loved ones so high on the agenda this Christmas, we want everyone to reclaim a little bit of spontaneity throughout the festive period and enjoy some quality time together.

“That’s why we launched our initiative to help bring people together over their favourite tippie, all while helping the hospitality industry.”

Aperol's range of Merry Spritzmas cards are available to buy now from the [Aperol Spritz UK Esty shop](#).

– ENDS –

@AperolSpritzUK #MerrySpritzmas



For further information on Aperol, please contact the teams at 3 Monkeys Zeno

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How to make the perfect Aperol Spritz at home

Ingredients:

- Three parts Prosecco (75ml)
- Two parts Aperol (50ml)
- One part soda water (25ml)
- Orange slice

Method:

- Fill a large wine glass with ice
- Pour Prosecco followed by Aperol
- Add a dash of soda and stir
- Garnish with a fresh orange slice

Aperol commissioned the research in November 2022 on 2,000 UK adult respondents. The research was conducted by OnePoll.

FULL TERMS & CONDITIONS

Terms and Conditions apply. This voucher code entitles you to TWO Aperol Spritz cocktails when redeeming this voucher at All Bar One venues in England and Wales. Voucher is valid from 1st January 2023 - 28th February 2023 and is valid on TWO Aperol Spritz cocktails only. This voucher is not redeemable against any other drinks.

Please show this voucher on your mobile phone to a member of our team. We reserve the right to withdraw the offer at any time. This voucher cannot be exchanged in whole or part for cash. Not valid with any other promotion, reward or offer. Max 1 voucher per person. UK residents 18+ only. 1,050 vouchers available. Promoter: All Bar One [entity and address]. www.drinkaware.co.uk

ABOUT APEROL

Aperol is the perfect *Aperitivo*, bright orange in colour, light on alcohol, but with a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. Aperol was created by the Barbieri brothers and launched in 1919 at the Padua International Fair, soon becoming one of the Italians' favourite aperitifs, now taking the world by storm. The original recipe has remained a secret to this day. Mixed following the official IBA recipe with three parts Prosecco and a dash of soda, two parts of Aperol make the perfect *Aperitivo*, Aperol Spritz, the quintessential social signature drink. Aperol is a social connector, a universal language that brings people together and multiplies their joy.

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 22 plants worldwide and has its own distribution network in 21 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (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.