



Campari celebrates the 74th Berlin International Film Festival

For the second time, the iconic red aperitif from Milan is a partner of the Berlinale, this time as a co-partner

Munich: January 22, 2024 - Campari is extending its partnership with the Berlinale and further expanding its commitment as a co-partner with one of the world's largest audience film festivals. The 74th Berlin International Film Festival will take place from February 15th to 25th, 2024. By continuing the Berlinale partnership, Campari is strengthening its global and long-term commitment to the world of film and cinema. Guests of the Berlinale, cinephiles, and Campari fans can look forward to a special and surprising appearance by the brand.

MILANESE APERITIF CULTURE, RED COCKTAIL CLASSICS, AND RED CARPET

In the Campari Berlinale Lounge on the first floor of the Grand Hyatt Hotel at Potsdamer Platz, guests can enjoy Campari cocktails such as the Negroni and Campari Spritz. The drinks are expertly prepared and served by the legendary team from Camparino in Galleria, the historic Milanese bar in the Galleria Vittorio Emanuele II. The bar is an icon in the mixology world and a landmark of the aperitif par excellence. Global Head of Camparino Mixology and Licensing, Tommaso Cecca, has created a drink menu specifically for the Berlinale that is second to none and, together with the exclusive view from the lounge of the red carpet of the Berlinale Palace, will provide very special and unforgettable Berlinale moments.

In addition to its own Campari formats in the lounge, exclusive events and get-togethers will also be hosted there throughout the entire festival period around film premieres and screenings.

RED NIGHT IN THE FORMER KAISERSAAL

A highlight of this year's brand engagement at the Berlinale will be the Red Night, to which Campari, together with Germany's most successful people magazine BUNTE, is inviting guests to the gastro temple Frederick's on February 16th. The location could not be more fitting for an event within the framework of the film festival: The legendary Kaisersaal of the historic location has served as a film set several times, including for the classic Wings of Desire. From 9 p.m., the who's who of German film celebrities will meet in the in-location for the Berlinale party kick-off.

Andrea Neri, Managing Director Campari Germany: "After a successful first year at the Berlinale, we are delighted to be back and to establish Campari as an innovative and significant partner of the film festival in Berlin. Campari's commitment to film has a long tradition. It began in the 1980s with the collaboration with the world-famous director Federico Fellini, who shot his first commercial for Campari. Since then, the brand has repeatedly supported and advanced many different projects in the field of film as a partner, as well as realizing its own works with filmmakers."

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NOTES FOR THE EDITOR

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ABOUT CAMPARI

Campari, the iconic, unforgettable Italian red spirit sitting at the heart of some of the world's most famous cocktails. Campari was founded in Milan in 1860 by Gaspare Campari, and pioneered by his son, Davide, who created something so distinctive and revolutionary that its secret recipe has not been altered since. Vibrant red in colour, Campari's unique and multi-layered taste is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water. As well as being unique and distinctive, Campari is extremely versatile, offering boundless and unexpected possibilities. As a source of this passionate inspiration since its creation seen through its founders' creative genius, artists in different fields and the world's best bartenders, Campari stimulates your instincts to unlock your passions, inspiring limitless creations.

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. 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 23 plants worldwide and has its own distribution network in 26 countries. The Group employs approximately 4,700 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.

ABOUT CAMPARINO

Camparino in Galleria is the legendary bar opened by Davide Campari in Milan's Galleria Vittorio Emanuele II in 1915. The bar was opened opposite to Caffè Campari, the establishment opened by Gaspare Campari - Davide's father and the creator of the bitter liqueur - in 1867. An instant hit with the people of Milan, the bar became synonymous with the city's aperitivo tradition and in 2015 marked its 100th anniversary. Following a renovation project, the bar reopens to the public in autumn 2019 with a refreshed identity and food and drink offering designed to consolidate its status as one of the most influential establishments in the world for lovers of mixology and gastronomic innovation.

ABOUT BERLINALE

The Berlinale is a unique place for artistic exploration and entertainment. It is one of the largest public film festivals in the world, attracting tens of thousands of visitors from all over the world every year. For the film industry and the press, the eleven days in February are both one of the most important events in the annual calendar and an indispensable trading venue. The Berlinale brings the big stars of international cinema to Berlin and discovers new talents. It accompanies filmmakers of all disciplines on their way into the limelight, promoting careers, projects, dreams and visions. Thanks to its

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numerous industry initiatives, the Berlinale is an important driver of innovation and an important economic factor, both internationally and for companies from Germany and Berlin.