

**APEROL SPRITZ IS BACK AT PRIMAVERA SOUND,  
BRINGING JOY TO BARCELONA WITH THE  
APEROL ISLAND OF JOY!**



- Get ready for another round of music at Primavera Sound because Aperol Spritz is back for the sixth year in a row, teaming up with the festival once again!
- Don't miss out on Aperol's Island of Joy – right in the heart of Primavera Sound, buzzing with joyous vibes.
- From May 29<sup>th</sup> to June 2<sup>nd</sup>, Barcelona will be THE place to be for music lovers. With classic hits, fresh talent, and everything in between, it's going to be an unforgettable celebration of music!

**25 May 2024** – Get ready to celebrate the return of Aperol Spritz, the iconic Italian aperitif, to Primavera Sound 2024! We're beyond excited to announce our sponsorship for another year, bringing the festival vibes to a whole new level. But that's not all – we're thrilled to also be unveiling the Aperol Island of Joy for its second year running, promising an experience that's even better than before. Picture this: chilling in the sun with an Aperol Spritz in your hand, surrounded by awesome music and good friends – sounds like perfection, right?

From May 29<sup>th</sup> to June 2<sup>nd</sup>, all roads lead to the Parc del Fòrum in Barcelona, where the music scene will be off the charts! With classic acts, rising stars, and everything in between, it's going to be a non-stop party you won't want to miss.

But Primavera Sound is more than just a music festival – it's a vibrant celebration of community and connection through music and joy. With its stunning seaside setting and contagious energy, Primavera Sound promises an unforgettable experience for everyone who will be joining in on the celebration of music and community. Get ready for the time of your life.

### **Aperol Island of Joy**

Situated in a prime location within Primavera Sound Barcelona, surrounded by the sea and the festival's signature positive energy, the Aperol Island of Joy returns for its second year, poised to captivate all who attend Primavera Sound.

Drawing inspiration from the authentic Italian Aperitivo tradition and the beautiful sunset vistas, this island oasis promises to transport visitors to the enchanting ambiance of a sunset. Complete with a stage, a lively bar area, and a cozy rest zone, it offers the ideal setting to soak up the sun while having an Aperol Spritz.

As the sun sets, the atmosphere will ascend to new heights with the timeless golden hour experience. Enhanced by an art installation composed of illuminated mirrors that reflect the warm sunset-inspired atmosphere, the Aperol Island of Joy will be the ultimate destination for embracing sunset views and immersing oneself in the rhythmic of music. An unforgettable journey awaits all who will visit!

### **Aperol Music**

Aperol Spritz's commitment to Primavera Sound goes beyond just being there – it's about sharing the joy with fans. Music festivals are where we shine, bringing people together for good times and great music!

Our music vibe? It's all about those sunset vibes. We'll start with mellow tunes and feel-good beats, followed by a ramp up to tracks that'll have you dancing until dawn. It's like experiencing a sunset in musical form!

This year, Aperol Spritz will feature a playlist on Spotify, allowing you to carry the music of Aperol and Primavera Sound with you wherever you go! The energy and joy will be just a click away.

In addition, we will develop an advertising campaign on music-related sites, and creating branded content on relevant platforms to our target audience. We will also have a strong presence on social media with a variety of engaging content. But that's not all! We will also be visible in Barcelona's public transport, specifically through an OOH campaign on the Tram Besós. Get ready to experience Aperol Spritz across the city!



**PRIMAVERA  
SOUND**

Whether you're chilling at Joy, grooving at Bliss, or dancing up a storm at Euphoria, Aperol's Music got your back. Because when the music's this good, the joy just comes naturally!

**-ENDS-**

**#AperolSpritz #AperolPrimaveraSound #JoinTheVibe #JoinTheJoy**

<https://www.aperol.com/>

#### **ABOUT APEROL/APEROL SPRITZ**

Aperol® is the iconic aperitif known globally for its bright orange hue and unique floral flavor profile which derives from a secret recipe that has remained unchanged for over a century. Launched in 1919 by the Barbieri Brothers in the Veneto Region of Italy, and recognized for sparking joyful connections and creating memorable, shared experiences, the signature cocktail, the Aperol Spritz, evokes the Italian lifestyle of togetherness.

Aperol Spritz is the #1 cocktail in Italy\*, and the #6 cocktail globally\*\*. The signature cocktail is made by mixing Aperol, Cinzano Prosecco, and a splash of soda in a wine glass full of ice and garnishing with a slice of orange. Its light, herbaceous, and floral flavor profile truly make it the ideal drink for every occasion.

#### **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 Sesto San Giovanni, Italy, Campari Group owns 22 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.

For more information: <http://www.camparigroup.com/en>

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