

CAMPARI GROUP

Campari Group launches 'Take Time to Taste', a global communication campaign on responsible drinking

The campaign elevates time as a key ingredient to fully experience moments of conviviality and togetherness, focusing on the importance of responsible consumption.

*Starting December 10, 2024, the campaign will be published on the Group's official social channels
Featuring three great classics of Italian aperitivo: Aperol Spritz, Americano, and Negroni.*

Milan, December 10, 2024 – Campari Group announces the global communication campaign '**Take Time to Taste**', aimed at raising consumer awareness of a **responsible approach to alcoholic beverage consumption**.

Starting with the recipes of some of its most iconic cocktails - **Aperol Spritz, Americano, and Negroni** - the Group, some of whose brands are symbols of the Italian aperitivo ritual worldwide, invites consumers of legal drinking age **to take the right time to fully enjoy moments of conviviality**, prioritizing **moderation and responsibility**.

With '**Take Time to Taste**', Campari Group emphasizes the importance of **quality over quantity**, elevating the concept of **time** as a **fundamental ingredient in every cocktail**.

The campaign will also include **tips for responsible and moderate drinking**, that invite combining the consumption of alcoholic beverages with food, staying hydrated, observing *drink&drive* rules, and respecting others and their choices.

'Take Time to Taste confirms our commitment to the consumption of alcoholic beverages inspired by the values of the Mediterranean style, convivial and responsible, always associated with food and moments of sociality', explains Aldo Davoli, Group Head of Global Public Affairs, Communications and Sustainability at Campari Group. "As a responsible player in the spirit industry, Campari Group promotes a culture of quality and responsibility, which is also expressed through communication projects and initiatives, and training activities promoted independently or in collaboration with other industry companies and major trade associations. For this reason, in 2020, a global responsible drinking strategy was formalized, which, also through the involvement of the same Camparistas and bartenders, raises awareness on a conscious and responsible consumption of our products.'

The campaign will go live on Campari Group's official social channels starting December 10, 2024, with the hashtag #taketimetotaste.

LinkedIn: Campari Group;
Instagram: @camparigroup;
Facebook: Campari Group;
X: @GruppoCampari

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, Campari, SKYY, Grand Marnier, Espolòn, Courvoisier, Wild Turkey, and Appleton Estate. 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. Campari 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

CAMPARI GROUP

Group operates in 25 production sites worldwide and has its own distribution network in 26 countries. Campari Group employs approximately 4,900 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>

Please enjoy our brands responsibly.

Press Office

Hill & Knowlton

Ilaria Carfi - ilaria.carfi@hillandknowltonstrategies.com; +39 324 011 4825

Giorgia Verderio - giorgia.verderio@hillandknowltonstrategies.com

Beatrice Ventimiglia - beatrice.ventimiglia@hillandknowltonstrategies.com