



## **APEROL ANNOUNCED AS OFFICIAL GLOBAL SPIRITS PARTNER OF MANCHESTER UNITED**

### ***Gruppo Campari brand celebrates partnership deal with Manchester United***

**10<sup>th</sup> January 2014, Manchester:** Aperol, the globally renowned Italian liqueur, has announced a partnership with Manchester United to become the club's Official Global Spirits Partner from January 1<sup>st</sup> 2014 until the end of the 2016/2017 season.

The deal is another successful step in Aperol's ongoing international expansion, thanks to the light, sparkling and refreshing signature drink Aperol Spritz, and will give supporters across the world a new way to celebrate their passion for Manchester United.

Aperol will become a global partner of United and, as part of the partnership, Aperol branding will be prominent on the Old Trafford digital advertising boards during Premier League, FA Cup and Capital One Cup home matches.

Aperol will also be putting into place a 360 degree activation programme in key global markets with above and below-the-line communication including on-trade, digital and PR activity, as well as launching the global Aperol Spritz Facebook page.

Additional advertising will feature in match day programmes, in the Manchester United monthly magazine 'Inside United', on MUTV and the club's official website, with supporters also able to enjoy Aperol Spritz in the Old Trafford hospitality areas.

Aperol Spritz, where Aperol is mixed with Prosecco and a splash of soda, has taken Italy by storm and is fast becoming a cult outside of the country, extending into new markets and being enjoyed worldwide due to its unique taste.

With Manchester United's 135-year heritage and image as one of the most recognisable sports brands in the world, winning 62 trophies and boasting a global fan base of 659 million followers, Aperol Spritz is the perfect drink to celebrate Manchester United's success.

Bob Kunze-Concewitz, Chief Executive Officer, Gruppo Campari, commented on the partnership, saying: "We're delighted to announce Aperol as the new way to celebrate the joy and the passion for Manchester United.

"With the club widely recognised as the most supported in the world, this is a partnership that will deliver brand exposure on a massive scale, helping to provide Aperol, and its signature drink Aperol Spritz, with excellent levels of year-round brand exposure, consumer engagement and promotional opportunities in developed and new global markets.

*Enjoy Aperol Responsibly*



“Manchester United is the most successful club in England and one of the most successful in the world, winning with style and panache, bringing millions of fans together in celebration. Similarly, Aperol is a brand that also embodies success, celebration and sociability. The natural fit between the two brands makes the partnership one that will bring continued success to both parties.”

Manchester United’s Group Managing Director, Richard Arnold, said: “We are delighted to welcome Aperol as Manchester United’s new Global Sprits Partner. Aperol is an ambitious brand and we have been impressed by their innovative approach to developing on an international stage.

“Manchester United has 659 million followers across the world and this partnership will be another platform to bring the Club closer to these fans. Aperol is a fitting partner to help the Club and its supporters to celebrate our achievements and we look forward to hopefully sharing many successes together in the coming years.”

For more information, visit the Aperol Spritz Facebook page: [www.facebook.com/AperolSpritz](http://www.facebook.com/AperolSpritz)

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**For more information please contact:**

<http://www.camparigroup.com/en/media/contacts>

**Notes to editors:**

**About Aperol:**

Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians’ favorite liqueur. It is light on alcohol at only 11 per cent by volume and 15 per cent by volume in France and Germany, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day. Aperol is a lively drink that evokes the Italian lifestyle, from the aperitif hour to an evening in the piazza (square). Sunny and best enjoyed with friends, the unique Aperol taste is deliciously Italian but with a totally international appeal. Mixed with Prosecco and a splash of soda, Aperol makes the perfect Aperol Spritz, the irresistible drink that has taken Italy by storm and fast becoming a cult outside of Italy, extending to neighboring countries and even across the continent.

In January 2014, Aperol became the Official Global Spirits Partner of Manchester United. As the popularity of Aperol spreads outside of Italy, the three-and-a-half year partnership will provide year-

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round brand exposure, consumer engagement and promotional opportunities across established and new global markets.

#### **About Gruppo Campari:**

Davide Campari-Milano S.p.A., together with its affiliates (“Gruppo Campari”), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group’s portfolio, with over 50 brands, span spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: [www.camparigroup.com](http://www.camparigroup.com)

#### **About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 135-year heritage we have won 62 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.