



CAMPARI RED DIARIES - THE LEGEND OF RED HAND: ZOE SALDANA ANNOUNCED AS THE STAR OF THE SHORT MOVIE DIRECTED BY STEFANO SOLLIMA

Milan, 25th October 2017 – Following the international success of the 2017 edition, Campari, the iconic Italian aperitif, announces the return of Campari Red Diaries 2018 with an all-star short movie steeped in intrigue, leading viewers in the journey of pursuit of the perfect cocktail. Evolving Campari's ethos that 'every cocktail tells a story', this year's film is a celebration of bartenders' talent around the world and most importantly, the Red Hands, masters of the world's best cocktails.

The short movie acts as the centrepiece of this year's campaign, starring globally renowned actress **Zoe Saldana** – star of blockbuster film franchises Avatar and Guardians of the Galaxy - Italian actor Adriano Giannini and directed by the famous Italian director **Stefano Sollima**, known for his work on Gomorrah and upcoming movie, Soldado.

Entitled '**The Legend of Red Hand**', the story is a thrilling mystery that tells the journey of Mia Parc, played by an intrigued Zoe Saldana, in the pursuit of the perfect cocktail starting in Milan, the birthplace of Campari.

Director, Stefano Sollima brings his storytelling expertise in the thriller genre to create a tense and captivating story, taking viewers on an intriguing journey around the world in the pursuit of perfection. Saldana exudes glamour and finesse in her role as Mia Parc alongside Italian actor, Adriano Giannini, as the male lead and Mia's love interest, Davide as the epitome of Italian style.

Lead protagonist of the film **Zoe Saldana comments:** "The Campari Red Diaries campaign has a great legacy, so I was delighted to play the role of Mia Parc in The Legend of Red Hand. Mia's character was a fascinating one to play, to portray her sheer determination to reach perfection and bringing this to life in Milan as the birthplace of Campari, the iconic Italian aperitif was very special.

On the creation of the short movie, **Stefano Sollima comments:** "Directing the Legend of Red Hand short movie and working alongside such talent was a pleasure. Being Italian, Campari is an iconic brand that has been present throughout my life, making it an easy choice to collaborate with. The campaign



and the story allows such creativity to create a world of mystery that captivates the viewer and leaves them wanting more.”

On his role as Davide, **Adriano Giannini says:** “Working with Zoe Saldana and Stefano Sollima on The Legend of Red Hand has been an absolute pleasure, especially on a short movie for a brand with such rich Italian Heritage. Playing Davide, a character named after the founder of Campari was a great responsibility, and I am excited for viewers to find out more in next year.”

Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari: “This year, The Campari Red Diaries campaign takes a new and interesting turn; we are demonstrating Campari’s ambition for creating the perfect cocktail whilst continuing the celebration of talent in the art of bartending around the world. We are thrilled to have both Zoe Saldana, Stefano Sollima and Adriano Giannini at the heart of the movie and looking forward to launching the full film and taking our fans on the journey to discover what lies beyond the Legend of Red Hand.”

The Legend of Red Hand will be digitally launched globally in 2018 and celebrated with a red carpet premiere in the place it all began, Milan. The short movie will also be available on Campari’s official YouTube channel in 2018, please follow Campari’s social media channels for further information.

To get a sneak peek behind the scenes of The Legend of Red Hand, view the teaser video on YouTube here: https://youtu.be/h_OQqRc7Tc

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#Campari #RedDiaries

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ABOUT CAMPARI RED DIARIES

Launched in 2017, Campari Red Diaries is the evolution of the Campari Calendar. A 360° holistic campaign, with a short movie at the heart, Campari Red Diaries brings to life Campari’s ethos that “every cocktail tells a story”. Campari Red Diaries is launched digitally, with the short movie hosted on Campari’s official YouTube page.

ABOUT CAMPARI

Enjoy Campari Responsibly



Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

ABOUT GRUPPO CAMPARI

Gruppo Campari 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 owns 18 plants worldwide and has its own distribution network in 20 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

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