



BREAKING NEWS! KATE HUDSON CAPTIVATES & INTRIGUES AS LEADING LADY IN THE 2016 CAMPARI® CALENDAR – THE BITTERSWEET CAMPAIGN

Milan, 29th September 2015 – Campari®, the iconic red Italian bittersweet apéritif, today reveals Hollywood actress and entrepreneur Kate Hudson will serve as the star of the 2016 Campari Calendar. The beautiful, charismatic American actress will take the stage in this year’s Campari Calendar as two separate candidates in **The BitterSweet Campaign**.

The [BitterSweet Campaign](#) theme for the 2016 Campari Calendar is multi-faceted: first, it is inspired by the instantly recognisable iconography of a presidential election, using the classic theme as a metaphor for the duality of two opposing sides. The Calendar capitalises on the nature of any election, asking people to take a stand, express an opinion and vote for a side. With Campari’s unique taste serving as the epitome of duality, the Calendar cleverly asks people which aspect of the classic apéritif they identify with more: **Bitter vs Sweet**.

Second, the theme looks to leverage the rising popularity of the flavour of bitter in the world of mixology and food. The two sides of the ‘campaign’ are a reflection of Campari’s unmistakable bittersweet taste, which can be perceived as more bitter, or in contrast, sweeter, depending on the cocktail in which it is used - it has two opposing profiles. This intriguing duality is brought to life in the Calendar’s images captured by fashion photographer Michelangelo di Battista by re-enacting the most quintessential moments of any election, playing on the bitter or sweet angles. Kate Hudson will embody and personify the two souls of Campari playing the roles of two different candidates on the campaign trail: one promoting the captivating bitterness platform versus the other supporting a more subtle, intriguing sweetness platform. The full unveil of the 2016 Calendar will take place on 18th November.

Kate Hudson captured the hearts of critics and moviegoers in *Almost Famous*, a role that saw her win a Golden Globe and an Academy Award nomination for Best Supporting Actress. Her many films also include *How to Lose a Guy in 10 Days*; *You, Me and Dupree*; *Fool’s Gold*; *Bride Wars*; and *Nine*. Her upcoming projects include Barry Levinson’s *Rock the Kasbah*, opposite Bill Murray, Bruce Willis and Zooey Deschanel; DreamWorks Animation’s *Kung Fu Panda 3*, *Deepwater Horizon* with Mark Wahlberg, and Garry Marshall’s all-star *Mother’s Day*.



In 2013, Kate founded Fabletics, a line of functional, comfortable, stylish and affordable activewear designed to inspire women to empower themselves by getting active and taking care of themselves, not as a fad or a quick fix, but as a way of living that promotes health, community, determination, passion and joy. In June 2015, Kate and Fabletics introduced FL2, a line of high-performance athletic wear and lifestyle essentials for men.

Kate follows in the footsteps of previous Campari Calendar heroines, including stylish and passionate actresses, Salma Hayek, Eva Mendes, Jessica Alba, Milla Jovovich, Penelope Cruz, Uma Thurman, and Eva Green.

On starring in the 2016 Campari Calendar, **Kate Hudson** comments, *“I was honoured to be invited to shoot the 2016 Campari Calendar. This year’s theme plays off the upcoming election, which is the perfect metaphor for the many Campari flavour choices. I loved working with Michelangelo to create two distinctive characters embodying bitter and sweet.”*

Shooting the 17th edition of the globally renowned Campari Calendar is **Michelangelo Di Battista**, whose career as an international fashion photographer first began 20 years ago, upon his graduation from the prestigious School of Visual Arts in New York. Michelangelo’s dedication and passion towards his craft most recently led to a major solo exhibition at the world-renowned Camera Work Gallery in Berlin, showcasing portraits of iconic women in collaboration with artist Tina Berning. His distinctive style of photography sees him capture a mysteriously alluring radiance from his subjects – a style evident in this year’s Campari Calendar.

On his involvement in the 2016 Campari Calendar, Michelangelo Di Battista adds, *“Campari is a worldwide brand that has always had a very strong sense of aesthetic and well-defined style, which is exactly what I pride myself on. Each image had to stand alone as well as work as a collection. The theme has so many strands and I really wanted to make sure that each strand came through in my work. Working with Kate was fantastic, her enthusiasm and her ability to switch between the two personalities allowed me to create images that I hope are fresh, inspiring and imaginative. I think our strong desire to deliver perfection or as close to it as possible, was the perfect partnership.”*



Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari comments, *“This year’s Campari Calendar, The BitterSweet Campaign, inspired by the iconography and mechanism of an election, is all about showing that there are always two sides to every story, person or product, as is the case for Campari. Celebrating and personifying the flavour complexity of Campari and building on the bittersweet trend makes this year’s calendar unique. Each month embodies the different profiles Campari embodies, alongside Kate Hudson’s incredible talent and ability to switch from approachable, welcoming and sensual to audacious and seductive. Michelangelo’s beautiful photography and strong styling brings to life all of the different elements with ease and elegance. With all this in mind, we’re very much looking forward to unveiling it later in the year.”*

-ENDS-

www.campari.com

#CampariCalendar - #goBitter - #goSweet



PRESS CONTACT

[International Press Contacts](#)

ABOUT THE CAMPARI CALENDAR

The Campari Calendar is one of the world’s most recognisable artistic calendars. Distributed as an international limited edition of only 9,999 copies it is a collectible luxury for the happy few that receive it, and is a tribute to the world-class talent and photographers that make it come to life every year.

ABOUT CAMPARI

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

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, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 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: <http://www.camparigroup.com/>. Please enjoy our brands responsibly.