



#NEGRONI WEEK 2015 ACHIEVES RECORD \$321,000 IN DONATIONS FOR CHARITIES AROUND THE WORLD

Fundraising venture between Campari and Imbibe almost triples in 2015

MILAN, 22 SEPTEMBER - #NegroniWeek, the international fundraising collaboration between [Campari](#), Italy's iconic vibrant red bitter, and [Imbibe Magazine](#), has for the third year in a row exceeded the previous year's goals. The week-long campaign took place from 1st through to 7th June 2015 across 44 countries, harnessing the popularity of the timeless Negroni to raise money for more than 1,700 charities selected by on and off-trade supporters.

This year is the first year the programme went international and utilised the success of the previous two US-based fundraising initiatives. Bars, restaurants and retailers the world over were encouraged to donate a portion of sales from Negroni cocktails or Negroni-related products to a charity of their choice. The high levels of participation enabled the campaign to raise \$321,635 this year alone, supported by more than 3,500 venues covering 6 continents, from countries such as USA, Canada, Italy, Germany, Brazil, and as far afield as Australia, India and China.

Social media was an integral part of the campaign, helping to spread the word across the participating countries, achieving **over 159,000,000** impressions of #NegroniWeek and over **15,000** uses of #NegroniWeek used on Twitter over the course of the week.

Globally, *Grand Banks* in New York, USA raised the most money this year for their charity– [The Maritime Foundation](#) – a non-profit organisation whose mission is to preserve artefacts of maritime history. As part of the initiative, Campari America supplemented their fundraising efforts as the best performing bar with a \$10,000 donation to their chosen charity.

#NegroniWeek taps into the rising popularity and demand of the classic Negroni, created in Florence around 1920 by Count Camillo Negroni. An iconic mix of gin, Campari and sweet red vermouth, the bittersweet cocktail shares a natural link with #NegroniWeek since there is no Negroni without Campari!

Bob Kunze-Concewitz, CEO of Gruppo Campari, comments: "This year's Negroni Week was an incredible accomplishment for all those involved. Launching around the world for the first time, nearly tripling participation and reaching millions globally through social media truly demonstrates the consumer



appreciation of the initiative. We are thrilled to be part of this global movement which unites communities in raising money for causes that mean most to them.”

Karen Foley, Publisher of Imbibe, adds, “To see bars across the globe coming together to embrace Negroni Week and support charities that are important in their communities is a testament to the generosity of this industry. We’re proud to have taken Negroni Week to even greater heights this year and are excited to begin planning next year’s festivities.”

-ENDS-

Notes to Editors:

Top Five Countries by Number of Participating Venues	
United States	2,183
Germany	250
Australia	207
Canada	198
Belgium	171

Top Five Countries by Amount Raised	
United States	\$127,467
Germany	\$16,272
Australia	\$15,460
Canada	\$8,537
Italy	\$3,904

#NegroniWeek*	
Estimated impressions on Twitter	159 million
Total Twitter conversation around Negroni Week	24,712
Unique users involved on Twitter	15,755
Top 5 Countries for #NegroniWeek	USA, Brazil, Italy, Germany, Canada
#NegroniWeek images shared on Instagram	18,537

*Campaign period March 1 to June 30, 2015.

Contact Information:

[International Press Contacts](#)

About Negroni Week

In 2013, *Imbibe* Magazine launched Negroni Week, a celebration of one of the world’s great cocktails and an effort to raise money for charitable causes. Now in its third year, *Imbibe* teamed up with Campari to present Negroni Week 2015 on an international scale. From 1st to 7th June 2015, bars around the world mixed Negronis and donated a portion of the proceeds from each one sold to a charity of their choice, raising over \$320,000 in total. For more information, visit negroniweek.com.



About Campari

Campari is a contemporary and charismatic classic. The 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 The Negroni

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano but decided it was time for a change. He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honour Count Camillo Negroni's request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count's 'usual' became known as Count Negroni's Americano, or the "Americano with a touch of gin", but whatever it was referred to as back then, the Negroni was born. The Negroni is one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the perfect Negroni. The original recipe, an iconic combination of ingredients, is almost a century old and continues to be enjoyed by mixologists and Campari fans alike today. For more information on the Negroni and Campari, visit www.campari.com.

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, 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.

About Imbibe

Imbibe is the ultimate guide to liquid culture. In every issue of the James Beard award-winning magazine and on imbibemagazine.com, you'll find the world's top drink destinations, recipes and in-depth stories—everything you need to know about the people, places and flavors of drinks. Imbibe also publishes [cocktail books](#) and produces drink-related events, including [Negroni Week](#).