



## CAMPARI RED DIARIES WORLD PREMIERE – *THE LEGEND OF RED HAND: ZOE SALDANA STARS IN SHORT MOVIE DIRECTED BY STEFANO SOLLIMA*

**Milan, 30<sup>th</sup> January 2018** – Today, Campari, the iconic Italian aperitif, launches the 2018 Campari Red Diaries short movie – **The Legend of Red Hand** – in Milano, the birthplace of Campari. Evolving Campari's ethos that 'every cocktail tells a story', this year's film is a celebration of bartenders talent and most importantly, Red Hand, masters of the world's best cocktails.

The short movie, starring globally-renowned actress **Zoe Saldana**, Italian actor **Adriano Giannini** and directed by Italian director **Stefano Sollima**, is a thrilling mystery story that takes viewers around the world in the pursuit of the perfect Campari cocktail.

Opening in dusk under the iconic Duomo Cathedral in Milano Campari's founding city, we meet **Mia Parc**, the charismatic photographer, whose name is the perfect anagram of Campari, played by Zoe Saldana. Director, Stefano Sollima skillfully brings his expertise in the thriller genre to create a tense and enthralling atmosphere that follows Mia in her quest, uncovering a secret mission to discover the mysterious figure of Red Hand, the craftsman of the best Campari cocktails ever.

Mia's sheer dedication in the search of the perfect cocktail leads her to uncover Red Hands across the world who have the passion and ability to create the best cocktails, with Campari at their heart. In true celebration of bartenders talent from around the world, Mia journeys from Milano to New York, Buenos Aires, Rio De Janeiro, Berlin and London, from six of the world's best bartenders, who have created their own 'Red Hand' Campari cocktails encouraging Campari lovers around the world to search for and enjoy the perfect cocktail.

On her leading role, **Zoe Saldana comments:** "Playing Mia Parc in The Legend of Red Hand was a fantastic experience, allowing me to delve into a world steeped in mystery and intrigue through my character and her mission for perfection. Being part of a campaign that not only has a great legacy, but for a brand with such rich iconic heritage is always such a pleasure, particularly with a partner such as Campari who recognise that behind a great cocktail, there is a great bartender and without the participation of amazing hands, the ingredients wouldn't quite live up to their fullest potential."

On making the short movie, **Stefano Sollima says:** "Being Italian, and someone who enjoys telling shorter stories in this genre, it has been an honour directing the Legend of Red Hand. Working with globally recognisable and gifted actors to tell such an intriguing and mysterious story to represent a



brand as iconic as Campari has made the whole experience very memorable. In the film, I've explored the very essence of the secret of Campari: the secret ingredient that enables you to achieve such a splendid result. Yet that component is just a tiny part, and what makes the difference is how much you put in. Similarly, Red Hand is the secret, the hidden element that makes all the difference."

On playing Davide, **Adriano Giannini comments**: "I am thrilled that viewers will finally be able to see the creative brilliance of Stefano Sollima and his homage to Campari's Italian heritage. I have thoroughly enjoyed bringing the captivating storyline life in my role as Davide, named after the founder of Campari, alongside the talented Zoe Saldana."

**Bob Kunze-Concewitz, Chief Executive Officer** of Gruppo Campari: "We are extremely proud to be unveiling this year's Campari Red Diaries short movie, and bringing the premiere back to Milano, the place where it all began and the birthplace of Campari.

"Now in its second year, the Campari Red Diaries campaign has taken a new turn in its creativity to demonstrate Campari's ambition for the perfect cocktail, and celebrating the talent of bartenders who share the same desire.

"With names like Zoe Saldana, Stefano Sollima and Adriano Giannini, all having integral roles at telling our story, we are excited to bring you on our journey to discover the Legend of Red Hand and we hope that this story we will inspire people around the world to go on their own personal quests in the hunt for cocktail perfection to find their own Red Hand."

The Legend of Red Hand is available globally on Campari's official YouTube channel ([www.youtube.com/EnjoyCampari](http://www.youtube.com/EnjoyCampari)) and social media channels and is being celebrated with a red carpet premiere in Milano.

J. Walter Thompson Milano created the Campari Red Diaries concept, including the original story of The Legend of Red Hand, of which the screenplay was written by Stefano Bises. Campari Red Diaries, including The Legend of Red Hand, was produced by Think Cattleya.

The Legend of Red Hand is available globally on Campari's official YouTube channel:  
[https://youtu.be/Yzx\\_tSlflw](https://youtu.be/Yzx_tSlflw)

-ENDS-

#Campari #RedDiaries

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## NOTES TO EDITORS

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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

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 NEGRONI

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano cocktail 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 now one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the iconic Negroni. The original recipe, the perfectly balanced combination of equal parts of Campari, Red Vermouth and London Dry gin, is almost a century old and continues to be enjoyed today. The International Bartenders Association (IBA) lists Campari as an official ingredient of the Negroni, and thus, there is no Negroni without Campari! For more information visit [www.campari.com](http://www.campari.com).

### 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](http://www.camparigroup.com/en)



## CREDITS

### CAMPARI RED DIARIES

- Creative Agency: J. Walter Thompson Milan
- Production House: Think Cattleya

### THE LEGEND OF RED HAND – SHORT MOVIE

- Director: Stefano Sollima
- Screenplay: Stefano Bises
- Mia Parc: Zoe Saldana
- Davide: Adriano Giannini
- Actors: Levi Heaton, Marcus Griffith, Daniele Favilli, Tommaso Basili, Alessandro Mario, Susanna Giaroli
- Director of Photography: Dion Beebe
- Original Music: Cliff Martinez
- Editor: Matthew Newman
- Production Designer: Andrea Rosso
- Costume Designer: Diamante Cavalli
- Hair Stylist celebrity: Mara Roszak
- Make-Up Artist celebrity: Annamaria Negri

### BARTENDERS REVEAL - VIDEOS

- Director: Nicola Sorcinelli
- Bartenders: Marina Pipi Yalour, Marcio Silva, Marie Rausch, Mattia Pastori, Rich Woods, Leo Robitschek
- Director of Photography: Francesco Di Pierro
- Music: Emanuele Bossi
- Editor: Nicola Sorcinelli
- Production Designer: Andrea Rosso
- Costume Designer: Diamante Cavalli

### CAMPARI RED DIARIES BOOK

- Photographer: Matteo Simone Bottin
- Production & Postproduction photo: FM Photographers
- Behind the Scenes: Francesco Pizzo