



## **AVERNA OPENS UP SICILY WITH CONTEMPORARY NEW GLOBAL CAMPAIGN**

*The new campaign discovers the essence of Sicily to introduce  
a compelling new perspective of Averna*

Averna – the authentic Sicilian *amaro* – has launched its first ever global campaign, ‘**Open Sicily**’, which celebrates the vibrant world of Sicily and the modern expressions of the island. The 360 campaign includes the brand’s first foray onto TV and supports the *amaro*’s strategy inviting consumers to discover the island’s cultural richness and vibrancy.

The brand’s first TVC tells a compelling narrative of Sicily, opening with a dramatic sweep across the sea to highlight the journey that brings people to discover the island. The first protagonist is a young woman, wearing a traditional black folk cloak, who, with a hint of a smile, unexpectedly removes it to reveal a colorful and contemporary outfit layered underneath, representing the modernity of Sicily.

With each dynamic new frame, the film travels through locations, people and moments, each with a clear blend of modernity and tradition that is built from the multi-cultural richness formed over the years by the island’s hospitality and openness to the passage of different people. Shown locations range from traditional Sicilian settings to lesser-known gems, including the iconic Caltagirone Stairs to Villa Valguarnera Bagheria and the lively Market Ballarò. Each location shows how Sicily is alive with a dynamic vibrancy that can be discovered beyond the surface, brought to life with moments of conviviality played out by local Sicilian actors selected through a street-casting process, and the blend enriched with internationalization from characters played by overseas actors.

Interspersed throughout the film are flashes of the Sicilian ingredients that are at the heart of Averna’s distinctive aroma and taste, including Sicilian orange, lemon and pomegranate, with the opening of an Averna bottle. This stand-out moment is a pre-emptive narrative to moments of meaningful conviviality between friends seen through modern eyes – expressing the tradition of the after-meal situation around a table in multiple modern and agile ways including young couples in the courtyard, and friends in an outdoor setting.

The message of Open Sicily is carried through to the accompanying music, which is an upbeat and original composition commissioned by Averna specifically for the Campaign. The lyrics state, “*A door closes, a door opens, If you come to my house, it's never closed*” and are performed in both English and Sicilian to emphasize the openness of Sicily to external influences and hospitality of the brand and the island.

Co-created by film directors Sicilian **Piero Messina** and Parisian **Greg Ohrel** – both renowned for their unstoppable innovation and deep-rooted passion for contemporary exploration in film - the collaboration was the perfect fit to bring the open attitude of Averna to life. Cross-fertilization was created through the pairing of Piero Messina and Greg Ohrel – the former bringing the authenticity of his homeland of Sicily, and the latter bringing a young and modern infusion of internationalization, once again cementing Averna’s support for the richness that comes with being truly open. Reflecting on the project, Greg Ohrel commented; “*For me it was pure joy to discover Sicilian roots and historical link to Averna and Sicily, and*

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*then play with them in my own way to create something new and entertaining. Moreover, I was really happy to do this with Piero because he has this authenticity in him as Sicilian."*

The film, on air in Germany and in Italy, is part of a wider global integrated campaign that will run as well across press, digital, out of home, print ads and feature a range of executions also in United States, Switzerland and Austria. A new label is also being released by Averna to cement the *amaro's* representation for Sicily in a contemporary way.

**Lorenzo Sironi Global Managing Director Italian Icons at Campari Group**, comments: *"The launch of Averna's first ever global TV ad and integrated campaign is a truly exciting time for us as we continue to support the Sicilian authenticity and heritage behind the amaro, and focus our communication on celebrating the rich diversity of an island. The unwavering warmth and hospitality of Sicily gives us an incredible platform to tell Averna's story and their shared open attitude and ultimately create lasting moments of conviviality around tables worldwide.*

To discover more about the Open Sicily Campaign, visit [amaroaverna.com](http://amaroaverna.com) or alternatively follow the hashtags #OpenSicily or #caratteresiciliano.

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#### **About Averna**

Averna is an authentic herb-based Italian after-meal liqueur, whose many ingredients give it a richness, full body and smooth taste with a delicate citrus fragrance. Its distinct flavour and aroma transport you to the warm lands of Sicily and to evoke a world of unsurpassed beauty. The secret recipe was first crafted by the Capuchin monks of Abbazia Di Santo Spirito and gifted by Fra Girolamo to Salvatore Averna, a textile merchant, as a token of gratitude for his commitment to the local community in 1868. The recipe for Averna has remained a closely guarded secret through generations of the family. The only known ingredients are Sicilian bitter orange and lemon essential oils, and pomegranate which give Averna a smooth taste and unmistakable aroma. As an authentic after-meal *amaro* (bitter in Italian), Averna is the perfect way to finish a meal with a touch of Sicilian authenticity or as an ideal sipping liqueur for moments of meaningful conviviality and uplifting relaxed moments with friends. Savour Averna with ice and orange zest. Averna Group was acquired by Campari Group in April 2014. Averna is 29% ABV.

#### **About Campari Group**

Campari Group 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 Group owns 22 plants worldwide and has its own distribution network in 21 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano N.V. (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)

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#### **OPEN SICILY TVC FILM CREDITS**

Commissioned by: Averna, Campari Group  
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Directors: Greg Ohrel and Piero Messina  
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Production Manager: Antonio Radice Fossati  
Producer: Guglielmo Fava  
Junior Producer: Isabella Mietta  
Digital Director: Danae Mauro  
Post Producer: Roberta Caimi  
Post Production: Post Atomic  
Editor: Matteo Motzo and Eleonora Cao  
Music: Sizzer