



RAISE A TOAST TO YOUR BARS:

CAMPARI AND IMBIBE LAUNCH #NEGRONIWEEK 2020 IN SUPPORT OF THE HOSPITALITY INDUSTRY

In light of COVID-19, there has been a shift in focus for the initiative - consumers are invited to raise a drink for bartenders this year with #NegroniWeek 2020 running virtually from the 14th-20th September

[Campari](#), Italy's iconic red apéritif, and [Imbibe Magazine](#) continue to partner together for the 8th year running to present Negroni Week 2020, in celebration of the [iconic Campari-based cocktail](#). Each year, bartenders join forces to raise money for charity during Negroni Week, but this year the focus has shifted to support bartenders and the hospitality industry. With the pandemic's global spread resulting in bar and restaurant closures, and with countries implementing different sets of rules for reopening, Negroni Week 2020 has evolved.

The charitable efforts for this year's initiative will be concentrated on raising funds to support the hospitality industry directly, with donations going to hospitality charities via the Negroni Week Website. Donations will begin as of the 1st of September and encouraged throughout the whole month by engaging global and local digital initiatives with a peak in activity from the 14th – 20th during Negroni Week itself.

Marco Cavagnera, Global Channel and Customer Marketing Senior Director, Gruppo Campari, comments; *"The year has taken an unexpected turn for us all. One industry close to our hearts that has been significantly affected is hospitality, so it felt fitting that we use the ever-growing reputation and influence that Negroni Week has gathered over the years to help support those that have given so much in the past. Our partnership with Imbibe is as strong as ever and we want to continue to support those in need where we can – We hope that many will join us in celebrating this year, as safely as possible."*

This year, Negroni Week events and happenings will all live digitally, enabling consumers to support the cause safely by enjoying a Negroni at home. Partnering solely with organisations providing assistance and support to hospitality workers, Negroni Week 2020 will, for the first time, call out to consumers directly for donations in order to serve those who have for so long enabled memorable moments of enjoyment in their favourite bars.

Karen Foley, Publisher of Imbibe, said: *"Our hope is that 2021 will bring better days in many ways, and that Negroni Week will return to its more familiar format of working with bars and restaurants*

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for registrations and donations to support a range of charitable causes. In the meantime, we hope to raise as much money as possible for the industry that has suffered so much through the COVID-19 crisis and has been so supportive of Negroni Week over the years.”

For more information about what’s happening during Negroni Week 2020 visit <http://www.negroniweek.com> and follow #NegroniWeek #Negroni #Campari #Imbibe @Campariofficial.

-ENDS-

NOTES TO EDITORS

For media enquiries, please use: [International Press Contacts](#)

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 THE 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.

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. Campari 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. Campari 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: <http://www.camparigroup.com/en> 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

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know about the people, places and flavors of drinks. Imbibe also publishes cocktail books and produces drink-related events, including Negroni Week. For more information, visit imbibemagazine.com and follow @imbibe and #imbibe.

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