



Life's a beach at The Aperol Spritz & Spiaggia: An Ultimate Italian Beach Bar arrives in the heart of Manchester

Aperol brings a picture-perfect slice of Italy to UK staycays with The Aperol Spritz & Spiaggia – a pop-up beach bar guaranteed to give you summer feels – coming to Manchester's The Oast House, 5th – 15th August



26th July: As Brits prepare for a staycation summer, [Aperol](#), the Italian Aperitivo is opening its own picture-perfect Italian beach bar, tucked away in the heart of Manchester – offering visitors an idyllic, holiday-like setting.

Transporting city dwellers from the hustle and bustle of Manchester's urban jungle to the serenity of the Mediterranean coast, *The Aperol Spritz & Spiaggia* is the ideal spot to reconnect with friends and family for an early-evening Aperitivo.

The Mediterranean escape in Manchester's The Oast House celebrates the summer sun in true Italian style. The white, sandy beach setting features a stunning outdoor beach bar, including a jet ski and Fiat 500s in Aperol's iconic orange – the perfect backdrop for summer snaps with friends. Visitors are invited to chill out in the relaxing cabana-style seating or take a seat at the bar swings for that ultimate holiday feeling.

And as no Italian getaway is complete without enjoying an authentic Aperitivo with friends and loved ones, *The Aperol Spritz & Spiaggia* will of course serve perfectly-poured Aperol Spritz and light bites, letting guests say *Salute* to summer while enjoying the feeling of sand beneath their toes. Plus, to kick-off the Aperitivo Hour every day, DJs will take centre stage to guarantee good vibes and beach party tunes.

Discover the beach bar from Thursday 5 August – Sunday 15 August, with select areas available to [book](#) via Eventbrite for a much-needed evening of togetherness with friends on the beach.

Loris Contro, Aperol UK Brand Ambassador, said: *"The taste of an Aperol Spritz is enough to transport you to the shores of Italy, and The Aperol Spritz & Spiaggia is here to make it a reality. At a time when not many of us are able to enjoy an overseas getaway, we wanted to bring all the beauty and joyful vibes of the Italian beach scene to the UK. Swing in the sun and escape to the Mediterranean whilst sipping on a refreshing and flavourful Aperol Spritz – I'll say Salute to that!"*



Danny Leach, General Manager of The Oast House said *“We are so excited to bring a slice of Italy to the heart of Manchester. It is often said Manchester has everything but a beach, and thanks to The Aperol Spritz & Spiaggia at The Oast House we can now say it does! With so many of us missing out on holidays abroad yet again this summer, we’re delighted we can bring the beach bar vibes closer to home, with a truly authentic Italian spiaggia.”*

Whilst guests are able to walk in and enjoy the *Spiaggia* for free, it is advised that beach-goers get in there quick to secure the best spot on the beach by booking a reservable area online. To book simply visit EventBrite [here](#).

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@AperolSpritzUK #SpritzAndSpiaggia

For more information and hi-res images please contact Aperol@3monkeyszeno.com

Notes to editors

Key event information:

Where: The Oast House, Spinningfields, Manchester, M3 3AY

When: General public, Thurs 5th – 15th August

Event Opening hours:

Weekdays: 5-10pm

Weekends: 12-10pm

The Perfect Aperol Spritz

A beautifully simple and refreshing cocktail, follow our 3:2:1 recipe

- Fill a large wine glass with ice
- Combine three parts Prosecco, two parts Aperol and one part soda
- Stir and garnish with a slice of fresh orange

About Aperol

Aperol was created in 1919 in Padua, created by the Barbieri brothers, specialists in liqueur production since 1880. Aperol was launched behind the revolutionary idea of creating the lightest of liqueurs: an aperitif with an alcohol content of only 11%. Aperol is an infusion of precious herbs and roots in a perfectly balanced combination. Bright orange in colour, Aperol has a unique bitter-sweet taste deriving from a secret recipe that is guarded jealously and has remained unchanged over the course of time. Two of the mostly recognizable elements in its distinctive taste are: the fresh and lively sweetness - given by the oranges - and the unmistakable bitter tang. One of the secrets for success is freshness: liqueur manufacturing is completed in one day and the day after the trucks are ready for shipment.

Aperol Spritz is one of the most appreciated aperitifs in Italy and is enjoyed globally. The serve is made by mixing Aperol with Prosecco and a splash of soda in a wine glass full of ice and a slice of orange. Light, sparkling and refreshing, it's the ideal drink for starting the evening and for any social occasion. It can be enjoyed before dinner as a true Italian aperitif, as a lighter option at an after-work get-together with colleagues or friends or combined with food. Aperol Spritz has fast become a cult drink outside of Italy, extending to neighboring countries and even across the world.

About The Oast House

The Oast House is a rustic retreat in the heart of a modern city. Located in Spinningfields, Manchester, The Oast House is home to a festival-like atmosphere all day, every day.

The Oast House, The Avenue Courtyard, Manchester M3 3AY

About Campari Group UK



Campari Group UK is Campari Group's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari Group UK comprises more than 65 'Camparistas' from over 10 different nationalities.

At the heart of Campari Group UK are three main portfolio offerings. The first is the **Aperitivo Champions** portfolio, led by the iconic Italian brands Aperol and Campari. The second is the **Urban Disruptors** portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally, there is the **Prestige Challengers** portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 50 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari Group UK on Instagram or Twitter at @CampariGroupUK.

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 22 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

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