



Aperol® Returns with a New Aperol Spritz Piazza Experience at Coachella Valley Music & Arts Festival with Spontaneous Fun Every Day

Italy's Most Popular Cocktail Invites Festival Goers to Join the Joy for a Third Year

[Hype Reel HERE](#)

INDIO, Calif. April 8, 2025 – [Aperol®](#), the iconic Italian aperitivo, is returning to Coachella Valley Music and Arts Festival for its third consecutive year. As the **Official Spritz Partner** of the festival, Aperol is debuting a new immersive experience for attendees, packed with different spontaneous moments and daily surprises to elevate their festival adventure to unforgettable heights.

The **Aperol Spritz Piazza** comes to life as a vibrant Italian oasis adorned in Aperol orange in the heart of General Admission. Designed to feel like an Italian square, the Aperol Spritz Piazza is where friends can gather and relax while celebrating Italy's #1 cocktail* and toasting to the desert sunset.

Within the Aperol Spritz Piazza guests can enjoy lively interactive experiences like unforgettable photo moments and immersive digital trivia for a chance to win exclusive prizes that infuse the vibrant joy of Aperol into each day of the festival. The lively atmosphere will make it the perfect place to enjoy the Italian spirit of Aperol.

The fun begins on **Day 1**, when festival goers will have the chance to take part in a digital challenge in the Aperol Spritz Piazza featuring trivia questions about Aperol and the iconic Aperol Spritz. Guests who partake in trivia will be entered to win exclusive prizes to enhance their festival weekend experience, including Coachella merch store gift cards, tickets to Outstanding in the Field, and more. On **Day 2**, festival-goers can stop by to customize their festival fits with bespoke sunset glow ups inspired by the bright and bubbly Aperol Spritz. Guests can choose from a variety of looks to add an extra pop of orange to perfect their outfits and stand out in style. Finally, **Day 3** will provide an unforgettable, must-have photo moment to capture festival memories. A bright-orange immersive photo display inspired by the desert valley will feature layered mountains, palm trees, and a sun with golden hour lighting and mirrored features, making it a can't miss experience.

In addition to the Aperol Spritz Piazza, Aperol can be found at the Aperol Ape in the VIP Rose Garden, the Aperol Spritz Bar in the 12 Peaks VIP Area, and in the Safari Campgrounds.

"Aperol has always been about bringing people together and creating moments of joy," said

Allison Varone, Campari America's Head of Marketing. *"For our third year at Coachella, we wanted to create a space where festival-goers can immerse themselves in the spirit of Aperol. The new experience in the Aperol Spritz Piazza is our way of offering something spontaneous and exciting every day, making Coachella 2025 even more memorable for everyone who joins the joy."*

Aperol will also bring the spirit of Italy to the Safari Campgrounds. To kick off the festival, on Thursday April 10 and 17 from 6-8pm, Aperol invites Safari guests 21+ to gather at the Safari Fountain to toast to the start of the weekend. Additionally, to celebrate an unforgettable festival filled with joy, new connections, and lasting memories, Aperol invites LDA attendees to return, on Sunday April 13 and 20, to the Safari Fountain to commemorate the weekend's final day.

For fans who can't attend the festival this year, Aperol is bringing the excitement to the global stage by sharing **Coachella's official livestream on the Aperol webpage**. The livestream will give viewers around the world a chance to join the joy and be part of the Coachella experience with Aperol. The livestream can be accessed at <https://www.aperol.com/news-and-events/coachella/>.

For more information about Aperol's Coachella experience visit aperol.com or follow @AperolSpritzOfficial on social media to stay up to date on the latest Aperol news.

Aperol reminds concert lovers and live music fans to enjoy Aperol and this upcoming festival season – especially Coachella – responsibly.

Join the joy.

3-2-1 APEROL SPRITZ RECIPE

- 3 Parts of Cinzano Prosecco D.O.C.
- 2 Parts of Aperol
- 1 Part of Soda Water (served from a siphon or chilled bottle)
- 1 Slice of Orange

METHOD: In a wine glass full of ice, combine 3 parts Cinzano Prosecco D.O.C., followed by 2 parts Aperol, and 1 part soda water. Stir gently if needed and garnish with an orange slice.

#Aperolspritz #AperolCoachella #JoinTheJoy

www.aperol.com/
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About Aperol

[Aperol®](#) is the perfect aperitif, bright orange in colour, light on alcohol, but with a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. Aperol was created by the Barbieri brothers and launched in 1919 at the Padua International Fair, soon becoming one of the Italians' favourite liqueur, now taking the world by storm. The original recipe has remained unchanged and a secret to this day. Mixed following the official IBA recipe with Prosecco, a splash of soda water, and Aperol makes the perfect aperitif, Aperol Spritz, the quintessential social signature drink. Aperol is a social connector, a universal language that brings people together and multiplies their joy.

*Source: BVA Doxa – based on cocktail consumption in the past 3 months, overall and during the aperitif, within a list of 34 cocktails. Research conducted in April 2024 among a sample of 1,283 alcoholic drinkers, aged 18-55 y.o. in Italy.

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, Campari, SKYY, Grand Marnier, Espolòn, Courvoisier, Wild Turkey, and Appleton Estate. 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 operates in 25 production sites worldwide and has its own distribution network in 26 countries. Campari Group employs approximately 5,100 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.