

**PRESS RELEASE**

**THE ITALIAN EXCELLENCE OF MADE IN ITALY SHINES IN THE COIN  
DEDICATED TO CAMPARI**

Issued by the Ministry of Economy and Finance and minted by the Istituto Poligrafico e Zecca dello Stato, it is part of the 2025 Numismatic Collection

Milan, April 14, 2025-The Italian excellence of **Campari Group** is celebrated with a coin presented today in Milan, issued by the **Ministry of Economy and Finance** and minted by the **Istituto Poligrafico e Zecca dello Stato**. The coin has a value of €4 and is made of silver. It was created by the artist-engraver Emanuele Ferretti for the 2025 Numismatic Collection.

The coin features the historic '**Spiritello**', a character conceived by **Leonetto Cappiello** in 1921 and first mascot of the Campari brand. It has become a symbol of **design, innovation, and international vision**, values that are intrinsic to the Milanese company, emblem of the Italian aperitif worldwide. Wrapped in orange peel, the dynamic and vibrant character embodies the iconic bitter, capturing its **spirit, passion, and celebration of life**. The coin's creation also coincides with the 150th anniversary of the artist's birth, who, through his art, brought to life one of the symbolic posters of Campari and one of the most renowned in the history of 20th-century advertising.

Following the '160 years of Campari' stamp launched in 2020, the **Campari Coin** is part of a journey that underscores **the Group's excellence within the national production system and the world of Made in Italy**, recognizing the history of a great brand and the entrepreneurial and visionary spirit that has always distinguished Campari Group.

The coin's presentation took place during this morning's press conference - which precedes the **National Made in Italy Day** - at **Camparino in Galleria**, the famous Milanese bar founded in 1915 by Davide Campari, an icon and symbol of the quintessential Italian aperitif.

*'The coin dedicated to Campari is not just a jewel of collection, but a manifesto to what Italy can achieve when public and private sectors, art and business, memory and future come together: a tribute to Italian creative genius'* emphasized **Alessandro Morelli**, Undersecretary of State to the Presidency of the Council of Ministers, adding that *'the homage to the historical Italian company founded by Davide Campari is also a recognition of its role as an ambassador of Made in Italy around the world, as well as a productive and creative excellence, capable of innovating while preserving its iconic identity.'*

*'We are proud to feature a symbol of Italian excellence in the 2025 Numismatic Collection, which pays tribute to our finest achievements. Campari is not just a top-tier brand; it is a guarantee of quality, professionalism, and elegance recognized worldwide. An Italian pride, embodying an experience that seamlessly blends tradition and innovation, capturing the spirit of the times and setting trends that have defined and continue to shape the history of our country'* commented **Federico Freni**, Undersecretary of State to the Ministry of Economy and Finance.

*'Campari is much more than a brand: it is a symbol of ingenuity, creativity, and style that elevate Lombardy on the global stage. With this commemorative coin, we pay tribute to an entity that has successfully combined tradition and innovation, deeply rooted in our territory yet always maintaining an international outlook. It is also a recognition of the cultural and economic value of a business that has contributed to the growth of our region and the Italian collective imagination. Lombardy will continue to strongly support its excellences, those capable of making a mark in history'* declared **Marco Alparone**, Vice President and Assessor for Budget and Finance of the Lombardy Region.

*'Today we celebrate a tale of Italian excellence that has been telling a story of passion, entrepreneurship, and identity for 165 years. Campari is Milan, it is Italy, it is that unmistakable red that has become an icon worldwide. A unique language, an expression of a timeless style, capable of evolving without ever losing its essence, and that continues to embody, with strength and authenticity, the elegance and creativity of Italian craftsmanship in the world'* stated **Alessia Cappello**, Assessor for Economic Development and Labor Policies of the Municipality of Milan.

*'Campari is one of the most renowned and beloved Italian excellences in the world. The lightness, elegance, and universality of the Campari brand are the distinctive traits of Italian talent, beautifully represented in the coin'* commented **Francesco Soro**, CEO of the Istituto Poligrafico e Zecca dello Stato.

*'We are honored by the recognition that the Ministry of Economy and Finance and the Istituto Poligrafico e Zecca dello Stato have dedicated to Campari Group with this coin. It is a tribute to the history and the entrepreneurial, social, and cultural role of our Group, which stands as a symbol of Italian excellence around the world'* said **Enrico Bocedi**, Group Head of Public Affairs, Communication&Sustainability of Campari Group, who added: *'Our products have been and continue to be part of the lives of Italians during some of the most significant historical and personal moments,*

*celebrating the joy of conviviality through the aperitif ritual, that we have exported beyond our borders and is now enjoyed worldwide'.*

## TECHNICAL DESCRIPTION OF THE CAMPARI COIN

**Obverse:** The center features elegant and minimalist lines of the canneté, a design that characterizes the new Campari bottle. Superimposed is the CAMPARI brand inscription with the signature Davide Campari Milano. Arch-shaped, at the top, the inscription REPUBBLICA ITALIANA.

**Reverse:** The center features the iconic 'Spiritello' wrapped in orange peel. Around the edge, arch-shaped, the inscription BITTER CAMPARI; at the bottom left, the signature of the poster's artist CAPPIELLO, the R, identifying the Mint of Rome, and "2025", the year of the coin's issue. On the right, the coin's nominal value, 4 EURO. At the bottom, the engraver's signature, E. FERRETTI. The Coin includes colored elements.

More details and availability for purchasing the coins

from the 2025 Numismatic Collection of the Italian Republic can be found at [www.shop.ipzs.it](http://www.shop.ipzs.it).

European citizens can also register and purchase the coins from the Numismatic Collection, along with all other products from the Italian State Mint and Polygraphic Institute.

The coins are also available at the shop in Piazza Verdi 1 and at the Mint Museum (via Salaria 712, Rome).

It is necessary to book your visit to the museum on the website [museozecca.ipzs.it](http://museozecca.ipzs.it).

## CAMPARI GROUP PROFILE

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spanning across Aperitifs, including iconic brands like Aperol and Campari, Agave spirits such as Espolòn tequila, Whiskeys and Rum, with Wild Turkey and Appleton Estate, as well as Cognac and Champagne, including Courvoisier 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. Headquartered in Milan, Italy, Campari Group operates via 25 production sites worldwide and its own distribution network in 27 countries. Campari Group employs approximately 5,000 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.

## FOR FURTHER INFORMATION

Enrico Bocedi Tel. +39 02 6225680 Email: [enrico.bocedi@campari.com](mailto:enrico.bocedi@campari.com)

Marta Andena Tel. +39 02 6225681 Email: [marta.andena@campari.com](mailto:marta.andena@campari.com)