

Campari returns to Festival De Cannes with Mads Mikkelsen to celebrate passion, creativity and cinema

- Campari collaborates with Mads Mikkelsen in its fourth year as partner of the 78th Festival De Cannes
- The iconic red bitter brand is set to enchant with a dazzling array of events, including its famous Campari Event – Discover Red – at Hyde Beach By Campari - welcoming stars and guests for a night celebrating passionate film-making talent
- The iconic Campari Lounge will once again offer festival goers masterfully crafted cocktails, including the Negroni, as well as hosting partners including Breaking Through The Lens and The Hollywood Reporter
- Rooted in a shared devotion to the art of cinema, Campari and Festival de Cannes celebrate film, the discovery of visionary talent, and the coming together of filmmakers from around the world

12th May 2025 The iconic bitter Campari returns to the red carpet from 13th–24th May 2025, continuing its role as Official Partner to Festival de Cannes for its fourth year.

A global platform for bold creativity and artistic vision, Festival de Cannes is one of cinema's most renowned occasions. Campari – continuing its legacy in film – once again brings its signature red passion to the Croisette, celebrating cinema, craft and a commitment to following one's unique path.

Campari is proud to announce a collaboration with Mads Mikkelsen during Festival de Cannes 2025 edition. With more details on the collaboration to be revealed during the festival.

Throughout the festival, Campari will host a rich programme of events. Highlights include:

- **The Campari Event, Discover Red** – One of the most anticipated events of the week, this year's Campari Event at Hyde Beach by Campari takes place on Saturday May 17th, and celebrates passionate filmmaking talent in Campari's signature style
- **Breaking Through The Lens** – Now in its fourth year of partnership with Campari, the non-profit that empowers women and other marginalized filmmakers by facilitating access to vital funding, will host their annual event at Hyde Beach by Campari featuring industry insiders.
- **The Hollywood Reporter: Awards Chatter Podcast** – Campari joins once again with The Hollywood Reporter for a special live-recorded edition of the *Awards Chatter* podcast hosted in the Campari Lounge. This year, THR will host legendary Academy Award-winning actress and star of *Die, My Love*, Sissy Spacek.
- **Film Premiere Official Afterparties** – Campari will host some of the world's most glamorous premiere afterparties, such as *AMRUM* starring Diane Kruger and Matthias Schweighöfer, as well as *Testa O Croce* starring Nadia Tereszkiewicz and Alessandro Borghi, and *FUORI* starring Valeria Golino and Matilda De Angelis.
- **The Hollywood Reporter, A24 and Meta** will celebrate THR's annual Cannes issue with an intimate cocktail reception honoring cover star Spike Lee and the stars of his new film, *HIGHEST 2 LOWEST* at Hyde Beach by Campari.

Campari is also set to bring a slice of Milano heritage to the Croisette, with its signature cocktail service delivered by Camparino in Galleria.



To honour the brand's role as Official Partner, Global Head of Camparino Tommaso Cecca will introduce a limited-edition cocktail, *Red Carpet – Cannes Edition*. This cinema inspired twist on the iconic Negroni, is an aromatic blend of hibiscus-infused Campari, bitter chocolate vermouth and Courvoisier VSOP. The cocktail has a bold, rich and velvety profile evoking the depth of cinema and the opulence of the Côte d'Azur.

For over 40 years, the brand has been dedicated to cinema, supporting glamorous international film festivals and collaborating with award-winning actors and directors who share its passion for artistic expression. From mixology to the big screen, Campari stands as an icon for those who pursue their passion without compromise.

Andrea Neri, Managing Director House of Aperitifs comments: *"We're thrilled to continue our partnership with the prestigious Festival de Cannes. This collaboration is for us a celebration of the passionate creativity behind the world's most extraordinary cinema. Through our collaboration with Mads Mikkelsen and our rich series of events throughout the festival, we continue to celebrate those who follow their passion to create something truly unforgettable."*

Please follow Campari's social media channels for further information @campariofficial.

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#CampariCinema #Cannes2025 #FestivalDeCannes #DrinkResponsibly

www.campari.com

<https://www.youtube.com/EnjoyCampari>

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ABOUT CAMPARI

Campari, the iconic, Italian red spirit sitting at the heart of some of the world's most famous cocktails. Campari was founded in Milan in 1860 by Gaspare Campari, and pioneered by his son, Davide, who created something so distinctive and revolutionary that its secret recipe has not been altered since. Vibrant red in colour, Campari's unique and multi-layered taste is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water. As well as being unique and distinctive, Campari is extremely versatile, offering boundless and unexpected possibilities. As a source of this passionate inspiration since its creation seen through its founders' creative genius, artists in different fields and the world's best bartenders, Campari stimulates your instincts to unlock your passions, inspiring limitless creations.

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, 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.

CAMPARI®



FESTIVAL DE CANNES
OFFICIAL PARTNER

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.

ABOUT FESTIVAL DE CANNES

The Festival de Cannes is an event that brings together the world's film professionals around an official competition and an International Film Market, whose highly media-oriented aspect makes it one of the first annual international events, contributing to the world cinematic influence.