



HISTORY

1919 – The birth of an Italian legend

Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians' favourite liqueur. It is light on alcohol at only 11¹ per cent by volume, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day.

In the immediate post-war period and in later years, Aperol became popular all over Italy, particularly with young people, people with an active lifestyle and women. Nowadays, Aperol is distributed in dozens of countries worldwide.

1960s-1970s –“Ah, Aperol!” Tino Buazzelli and *Il Carosello*

Exponential growth of the brand coincided with the launch of the advertising campaigns on the extended evening advertising break known as “Il Carosello”. Like other classic Italian brands, Aperol entered the Italian collective imagination thanks to the three-minute slot. The well-known advertisement “Ah, Aperol” featured the great Italian actor Tino Buazzelli who, in striking his forehead and exclaiming “Ah, Aperol!”, became an Italian legend and led to the phrase being adopted by people in bars throughout Italy.

1980s-2000s – Aperol Spritz

At the end of the 1980s the brand's advertising strategy changed with the times, leading to the launch of the Aperol Spritz. In 2005, the closing line of the advertising, “Happy Spritz, Happy Aperol” focuses on the “Spritz”, the enormously popular and successful aperitif, which is now inextricably linked with Aperol.

1995 – Aperol Soda

As a natural extension to the brand, the company launched a single-serving ready-to-drink version, with an alcohol content of just 3 per cent by volume: Aperol Soda, a sparkling and thirst-quenching drink with a hint of orange infused with bitter-sweet herbs and roots. Sold in a 12.5 cl bottle, it is the ideal single-serving beverage for anyone wanting a refreshing, flavoursome drink. Since its launch on the market in 1995, it has become extremely popular throughout Italy without cannibalising Aperol sales. Markets: Italy, Austria and Switzerland

2003 – Gruppo Campari

In 2003, Gruppo Campari acquired Barbero 1891 and since then Aperol has experienced further growth thanks to the popularity of Aperol's excellent signature drink, the Spritz. Supported by extensive advertising campaigns and the Gruppo Campari sales and distribution network, Aperol is currently one of the best-selling spirits in Italy.

2010 – Moto GP

In 2010 Aperol becomes Gruppo Campari's lead product for the MotoGP World Championship. Aperol is also the title sponsor for Catalunya and San Marino Grands Prix.

2011 - Aperol unveils new look

In 2011 Aperol has launched new shapes for its bottle and label. Fun and playful, the label highlights the world famous 3, 2, 1 recipe of Aperol Spritz, the ultimate social drink.

¹ Germany 15 per cent by volume



BRAND

The secret recipe

- Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians' favourite liqueur. It is light on alcohol at only 11.2 per cent by volume, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day.

Thanks to its versatility, Aperol has become one of the best-selling spirit in Italy and continues to enjoy strong growth in Italy and abroad. It is a lively drink that evokes the Italian lifestyle, from the aperitif hour to an evening in the *piazza* (square). Sunny and full of vitality, the unique Aperol taste is deliciously Italian but with a totally international appeal, especially as regards the Spritz, which is becoming a cult aperitif in Germany and Austria.

Main markets (2010 volumes*)

Italy, Germany, Austria.

Aperol for the second year is in the *Top 15 Growth Brands within the Top 100 Premium Spirits Worldwide* (source: Impact, February 2011)

*Source IWSR

DID YOU KNOW...?

- In Veneto, the homeland of Spritz, around 300,000 Aperol Spritzes are consumed every day, that's more than 200 Spritzes a minute!
- Google returns over 1,800,000 Spritz-related links
- Aperol Spritz was fashionable as early as the 1950s. The tradition of Spritz has however been handed down to the younger generations. 81% of consumers are now between the ages of 18 and 44 with an alcohol content of just 8 to 9 per cent, Aperol Spritz is one of the lightest alcoholic drinks in the world
- Federica Pellegrini – Olympic swimming champion – is an Aperol Spritz lover



APEROL SPRITZ

The origins of the Spritz are not known for certain, but it is said to have been created during the Austrian occupation of Italy in the 19th century. The name may in fact come from the German verb *spritzen*, meaning “to spray”, or from the name given to Austrian wines from the western region of Wachau. German soldiers quickly became accustomed to drinking the local wines of Veneto in local taverns but, since their alcohol content was much higher than the beer they were used to drinking, they often diluted it with water. This gave rise to the white Spritz, which can still be found in a number of bars in Trieste and Udine.

As time passed, the ritual of the aperitif spread from Veneto to the rest of Italy, with many different versions of the Veneto Spritz becoming popular. Many towns in Veneto have their own variation of the Spritz, but over the past ten years Aperol Spritz with prosecco has become the most frequently ordered and consumed variety: light, cool and sparkling, it is the ideal aperitif for any occasion.

Aperol Spritz is an official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.

APEROL SPRITZ TIME

In Veneto, Friuli-Venezia Giulia and Trentino-Alto Adige, the Spritz is a popular ritual that people, both young and old. In recent years it has become fashionable to drink it as an aperitif before dinner. It is undoubtedly the most widespread and commonly drunk aperitif: a traditional ice-breaker and a symbol of the lively atmosphere of the city.

In country inns, as well as in town centre bars, the Spritz is served with the ever-present *cicchetti* (as Veneto’s traditional savoury snacks are known), mostly made with local produce. Depending on whether the location is by the sea or in the mountains, these can include cold meats, cheeses, grilled vegetables and fish, and are always well-presented in varying combinations on bar counters.

In **Slovenia** and **Croatia**, both of which retain many traditions connected with Venetian culture, the aperitif is known as the *Spritzen*. Nowadays, the Spritz has become very popular throughout Italy, as a result of word of mouth recommendations among young people and because of its unique qualities: it is lightly alcoholic, easy to combine with food, always customizable and inexpensive.

The “historic locations” of the Spritz

Piazza delle Erbe in Padua; Campo Santa Margherita and behind the Rialto in Venice; Porta San Tommaso in Treviso, Piazza delle Erbe in Verona, Piazza delle Erbe and Piazza dei Signori in Vicenza; the Jesolo “Terrazzamare” in summer and the “Gasoline” and “Capannina” in Piazza Mazzini; opposite the church in Mirano; Piazza Ferretto or Calle Legrenzi in Mestre; or the Casetta Rossa in Mogliano.

APEROL SPRITZ – The recipe

Making Aperol Spritz is as easy as 3, 2, 1 - just get a tumbler or a large balloon glass and follow the simple instructions:

- 3 parts of Cinzano Prosecco
- 2 parts of Aperol
- 1 dash of soda
- ice and a slice of orange

Add ice and a slice of orange, pour in the Prosecco, the Aperol and add a dash of soda. This avoids the Aperol settling at the bottom.