

# CAMPARI®

## THE PRODUCT

### The recipe

A unique and unmistakable recipe has characterized Campari, the aperitif *par excellence*, for 150 years. The inimitable Campari recipe, used as the basis of many cocktails served worldwide, has been kept the same since its inception and remained a closely guarded secret, passed down over the years. *Bitter Uso Olanda*, as Campari was initially called, was the result of Gaspare Campari's experiments in concocting new beverages. It is still produced today with the same ingredients and following the confidential recipe which remains a secret known only to the very few people in charge of the production process. Campari is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water; these last two being the recipe's only known ingredients. Many have guessed simply at the number of ingredients: some say there are 20 or 60, but others list the ingredients at 80. Nobody knows the real answer apart from those who have passed down Gaspare's recipe for 150 years. There have been many attempts at imitation, however Casa Campari has swiftly and firmly prosecuted those who attempt to copy Campari's colour and/or taste. The company's perseverance in fighting copycats, safe in the knowledge that it has 'the right recipe', has supported the success of a brand that is recognised and appreciated worldwide. Over time, appreciation and respect has grown for this historic and unique brand which this year celebrates its own 150<sup>th</sup> anniversary.

## THE REASON FOR ITS SUCCESS

Campari is a contemporary classic. With its colour, aroma and flavour, it has always been a symbol of passion. This passion expresses itself in terms of seduction, sensuality and transgression. These are the values which have made and continue to make Campari famous worldwide.

### Uniqueness, Passion, Prestige, Internationality

In continuous evolution, an image of fashion, international, and constantly cutting-edge, with a style of advertising that defines and precedes trends and fashions. Campari persistently follows sophisticated atmospheres that are stylish and emotional; the brand has always been unique. Its recipe and its unmistakable flavour all offer an incomparable experience. Campari has always been distinguishable thanks to its style, class and elegance.

This is how Campari meets the expectations of fashionable and dynamic young adults of legal drinking age: with a spirit that allows these men and women to express their individualities, tastes and lifestyles; which are fresh, dynamic and active. Their uniqueness determines their appreciation of life and their preferences for quality. For people who prefer to make their own decisions: consumption is an expression of themselves, and is therefore a demonstration of independence.

Campari is derived from a winning mix of factors, of which its origins, product uniqueness, courageous and innovative advertising that is fashionable and possesses a strong visual impact, has enabled Campari to distinguish itself from its competitors. A capable management team, who throughout the years has strategically invested in above and below the line initiatives is part of Campari's mix for success.

Campari is an ultra premium spirit, which through its unmistakable flavour and colour, along with its inspirational values, conveys and expresses the highest concentration of passion and intense emotion.

Throughout the years, **the bottle**, as with all historical luxury brands, has undergone various changes, but has consistently maintained its unique identity and authenticity, which has always distinguished it. The bottle still today maintains the same key elements which have allowed it to possess a clear personality in the ever-evolving spirits segment, thereby turning towards a public of young adults of legal drinking age with its modernity. The Campari bottle and its packaging can be considered a rare example of consistency in the rapport between the product and its container. Notwithstanding evolutions in bottle and label design, recognizable character traits and aesthetics of the original have always remained firm, thus continually increasing the value of modernity linked to the brand and its appearance.

# CAMPARI®

## CAMPARI THROUGHOUT THE WORLD TODAY

Over time, each country has been able to express the concept of 'red passion' through local declensions, which have helped transform Campari from a 'Made in Italy' aperitif to a spirit known throughout the world. The following are some significant milestones in some of Campari's key countries: Italy, USA, Germany and Brazil.

### ITALY

#### **The Birthplace of Passion**

1998 marked the beginning of a strong collaboration with internationally renowned film director **Tarsem**, and the ad '**The Scratch**', which set a new trend in advertising that was both provocative and aggressive, was inaugurated and signed 'red passion'. The campaign was historically the first in Italy to legitimise feminine homosexuality and to open the way for a new advertising language. Two years later, thanks to the debut's success, Tarsem was called by Campari to film a second ad in the 'red passion' series, '**The Duel**', memorable not only for its photography, mysterious atmosphere and stimulating challenge but also for the odd man out theme and the sultry yet elegant, and passionate overtones. The 2005 Campari TV ad once again delivered an atmosphere of passion and intrigue. Again directed by Tarsem, with the captivating music score "Masked Ball" by Jocelyn Pook made famous by Stanley Kubrick's film 'Eyes Wide Shut'; '**The Secret**', reaffirmed Campari's position as a fashionable and passionate brand, narrating the double reality of a meeting in a sophisticated game that is at the same time both transgressive and refined. For the 2007 Campari's international TV ad campaign, Campari chose Matthew Rolston to direct the sexy star Salma Hayek, protagonist of a luscious and sexy adventure through a mysterious boutique hotel, 'Hotel Campari'. In '**Le Connaisseur**' Salma advances down the hall, ignoring temptations and intrigue at every door and sweeping into the room where a mysterious and unknown hand beckons her with a glass of... Campari, of course. In 2009 the adventure continues as the red shutters to Club Campari open, revealing a world of extravagance, sensuality and red passion, where guests are welcomed by the sensational Jessica Alba. This exclusive beachfront club is overflowing with luxury, sophistication and magic; a place where anything can happen. Jean Paul Goude's dramatic creativity and imagination combined with Jessica's *joie de vivre* are now engraved in the campaign.

#### **How Campari is Enjoyed in Italy:**

The Negroni and Americano mixed with Campari are symbols of the aperitif as are Campari on the rocks and Campari Shakerato, but making way are Campari Orange and Campari Grapefruit, thirst-quenching alcoholic beverages that are always enjoyable.

### UNITED STATES

#### **An Overseas Landing with the Made In Italy Tradition**

Campari was first imported into the United States at the beginning of the 20th Century. In 1999, Skyy Spirits obtained the import rights for Campari in the country.

While Campari is defined as an Aperitif in Europe, in the US it is becoming the mixer of choice for refreshing classic & contemporary cocktail alternatives. In the last ten years, the American palate has evolved significantly with the rise in global cuisine to appreciate the bold and distinctive flavours of Campari.

The spirit of Campari in USA has embodied in its classic and iconic poster art. Reflecting the rich history of the brand, the 'Passion Posters' campaign is the modern incarnation of the authentic Italian tradition.

Celebrated photographer and director, Matthew Rolston, has created provocative new images using the medium of photography instead of painting echoing the classic style of the vintage posters.

#### **How Campari is enjoyed in the United States:**

Campari is a completely unique and refreshing spirit that can be enjoyed in both contemporary and classic cocktails such as Campari and Soda, garnished with a slice of Orange or the Negroni, the international cocktail of excellence. Campari is a one-of-a-kind classic.



## **GERMANY**

### **Campari Spricht Auch Deutsch**

Campari in Germany is a symbol of elegance, style, success, sensuality, and intensity. This is reflected in the brand's advertising and marketing activities. Events in particular have been important in making Campari's red passion come alive in Germany and have given people the chance to live the 'Campari Experience'. From 1990 Campari has seen the declension of these characteristics within advertising campaigns point in a decisive manner to the sensuality and enjoyment of the product, evolving into messages of style and success for people who want to live life to its fullest. In Germany, Campari is enjoyed by all age groups (of legal drinking age) at different times of the day. Moments of enjoyment include drinks in German cities' exciting nightlife spots, consisting of a variety of clubs and bars. They also include laid back cocktails with friends, for adults that want to enjoy a Campari moment; the common denominator lies in Campari's unique flavour and its unmistakable style.

### **How Campari is enjoyed in Germany:**

Campari is consumed on different occasions and for each one of them there is an associated Campari based cocktail, be it those enjoyed during the aperitif, social occasions, or for relaxation and refreshment. The most popular cocktails are the Campari Orange, Campari Maracuja, Campari & Soda, Campari on the Rocks, Campari Tonic and Camparinha.

## **BRAZIL**

### **And the Myth is Established Overseas**

Campari has been present in Brazil since the '50s when the production and distribution of the famous Italian aperitif began through Seagers and Seagers Stock, a third party producer and distributor. Also in this land, the fame and success of Campari were founded on the discerning management of the image through locally produced advertising campaigns. In 1983 Campari Brasil was created and began direct production in 1989 before expanding its activity 360° through to direct control of the production, distribution, sales and marketing.

Campari in Brazil is positioned as a unique product that is incomparable thanks to its color, its unmistakable flavour and its versatility, which encounter a local taste that is not accustomed, but open to, bitter flavours. Campari does not have a direct competitor, not even in Brazil, and has a transversal target that does not look at social ranking: it is possible to find Campari in the trendiest restaurants of São Paulo as well as the local bars outside the city centre, in short, Campari can be found everywhere!

Today there exist different marketing activities around the brand, which point to a young adult public of legal drinking age. And the international symbol of the splash is recognised by the consumer as part of the brand. Campari Energy, the cocktail made with Campari and an energy drink, is a further successful initiative, as well as the numerous sponsorships that see Campari as a center stage protagonist in fashion, trends and the arts.

### **How Campari is enjoyed in Brazil:**

Campari is usually enjoyed on the rocks with a slice of orange. Other recipes that are much appreciated are Campari Orange, Campari Tonic, Campari Energy and Campari with lemonade.



## **SOME NUMBERS**

**Top markets (volumes as of 2010) [Campari brand only]:**

**Italy, Brazil, Germany, France.**

## **BOX – Did you know?**

- Campari is sold in over 190 countries worldwide;
- St. Lucia is the first state for pro capita consumption;
- Over 2,900,000 9lt cases of Campari are sold globally each year
- In Campari's first price lists, a bottle of Campari cost 3 Lira per liter\* (equal to current € 0,0015)

## **Campari brand extensions:**

### **CampariSoda**

CampariSoda is a single serve aperitif of medium level alcohol content (10%vol), leader in its category, with a unique and incomparable flavour. CampariSoda is obtained through the optimal mixture of Campari and soda water.

### **Campari Mixx**

Campari Mixx is a refreshing beverage with a low alcohol content that is composed of Campari and enjoyable fruit flavours, available in Italy in two versions: Red and Orange

\*: July 1913

## **For further information:**

[www.campari.com](http://www.campari.com)  
[www.camparisoda.it](http://www.camparisoda.it)  
[www.camparigroup.com](http://www.camparigroup.com)