



## APEROL CELEBRATES 100 YEARS OF JOY IN PADOVA & VENICE

*Aperol takes over Venice and Padova with a series of activities to toast to 100 years since launch*

**29<sup>th</sup> June 2019 – Venice, Italy:** Today [Aperol](#), Italy's iconic bittersweet orange aperitif celebrated its centenary in Padova and Venice, unveiling a series of activities and collaborations showcasing Aperol's joyful spirit. Reflecting on the brand's rich history since 1919 and turning towards the future, Aperol invited guests from around the world to mark this centenary milestone, sparking joyful connections using the universal languages of art, music and Aperol Spritz. This signature cocktail single-handedly leads the global Spritz category, earning Aperol its rightful place in the International Bartender Association's list (IBA), as the key defining ingredient of the Spritz Veneziano.

Launching '**Grazie Veneto**' or 'thank you Veneto' this week, Aperol joined forces with three artists - Finnano Fenno (Italy), Dominic Keserton (UK) and Molly Egan (USA) - to unveil three bespoke sofas, courtesy of Kartell, to the public in Central Cavour Square in Padova, the birthplace of the brand. A fourth sofa collaboratively designed between the artists saw its debut at Aperol's 100<sup>th</sup> birthday celebration on Giudecca, Venice. Each piece of urban art interprets the brand's role in sparking joyful connections, prompting people to sit alongside each other, shedding light on the strong values of sharing in the brand's mantra, 'Together We Joy'.

As part of the centenary landmark, Aperol worked with Tito Faraci a renowned comic book author and illustrator Sergio Gerasi to produce a unique graphic novel, titled **Orange Chronicles**, comprised of seven stories set around the world capturing the magic of human connections over the course of a hundred years. Published by Gribaudo, part of the Feltrinelli Publishing Group, this comic-strip style book will be available for purchase from July at the Feltrinelli chain and independent libraries across Italy, online at [Amazon](#) and on the [Gribaudo](#) website from €16.90 in Italian and English.

The festivities culminated in the emblematic St. Mark's Square, the city's most famous space, as the beautiful location hosted a live concert '**Aperol Happy Together Live**' blending different types of music for the first time in this historical space in Venice. Artists such Francesca Michielin, Maneskin, Max Gazzè were part of the lineup and united a large crowd together to toast to 100 years of Joy with Aperol.

*Enjoy Aperol Responsibly*



**Andrea Neri, Managing Director Italian Icons at Campari Group, commented:** “As a brand that is a real Italian Icon, our aim is to bring people together using our universal language – one of joy, connection and spontaneity. The year 2019 is a truly special one and it is an immense pleasure to be working on this launch at such a global scale, having people join us from across the world to celebrate. We see new Aperol fans appear every day and we don’t want this to slow down. We’re so pleased to see that the Aperol philosophy has found its place across the four corners of the globe!”

<https://www.aperol.com/>

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**-ENDS-**

## **NOTES TO EDITORS**

### [International Press Contacts](#)

#### **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’ favorite liqueur, now taking the world by storm. The original recipe has remained unchanged and a secret to this day. Mixed in equal parts with Prosecco and a splash of soda, 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.

#### **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, Appleton Estate, Campari, SKYY, Wild Turkey 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 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 owns 18 plants worldwide and has its own distribution network in 20 countries. Campari Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (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

*Enjoy Aperol Responsibly*



## **ABOUT KARTELL**

A leading design company, founded in 1949 by Giulio Castelli and now run by Claudio Luti, Kartell is one of the symbols of Italian design around the world. In 2019, Kartell celebrate their 70<sup>th</sup> anniversary - a success story told through an incredible series of products – furniture, furnishings, lighting, home accessories – that have become part of the domestic landscape, not to mention actual contemporary design icons. Kartell collaborates with the most prestigious international designers. The Kartell collection is multifunctional and of broad appeal, easy to use and beautiful to behold. Colour, irony, transparency, unique shapes and a play of the senses all come together to make unique pieces: A Kartell product is immediately recognisable around the world for the emotion it generates, its durability and undisputed quality.

## **ABOUT GRIBAUDO**

Gribaudo is an Italian publisher dedicated to non-fiction and illustrated books for both adults and children and forms part of the Feltrinelli Publishing Group. The children's catalogue covers a range of formats and genres, including beautiful picture books, bestselling authors, and activity, sticker and colouring books. The adult line includes titles devoted to cooking, crafts and hobbies, sports and language learning. Gribaudo publishes over 150 new books per year.