

CAMPARINO

THE REOPENING OF CAMPARINO IN GALLERIA

The iconic bar - synonymous with the Milanese aperitivo - reopened yesterday, unveiling its new look and a fresh range of cocktails and food

Milano, Piazza Duomo - 11/13/2019 The iconic ***Camparino in Galleria*** - the birthplace of the Milanese aperitivo - reopened its doors to the city last night. **Campari Group** marked the relaunch with an exclusive event attended by the authorities, with guests given a preview at the renovated space ahead of its opening to clients tomorrow.

It was a chance for the guests to admire ***Camparino in Galleria's*** new look, created thanks to a restyling project led by **Lissoni Associati** design studio. The new style has succeeded in preserving and emphasising the historic heritage and Art Nouveau detailing of the bar, while at the same time creating a new identity for the present and future.

Sala Spiritello, located on the first floor and with a panoramic view over Galleria Vittorio Emanuele II, has been reworked with a design style and furniture that make it the perfect setting in which to enjoy the new cocktail and food menu. The room is also home to the original ***Spiritello*** by the painter and illustrator **Leonetto Cappiello**. Produced in 1921, the artwork has become an unmistakable symbol of the **Campari** brand.

The historic ***Bar di Passo***, on the ground floor, has been subtly renovated to showcase its Art Nouveau heritage and make the space more consumer oriented.

Finally, the new ***Sala Gaspare Campari*** has been unveiled in the basement. This reclaimed space was originally used as a storeroom but will now play host to bartending courses, tastings and private events.

It was in the ***Sala Gaspare Campari*** that Bob Kunze-Concewitz, Chief Executive Officer of Campari Group, officially presented the bar's new concept to the guests, assisted by the chef of the new ***Camparino in Galleria*** kitchen, Davide Oldani.

The relaunched venue serves an innovative range of drink and food with a focus on quality, using gastronomic ingredients and cocktails from the traditional to more contemporary, original creations.

At the heart of the new ***Camparino's*** food offering there is ***Pan'cot***, created by Davide Oldani. Translating literally as "roasted bread", ***Pan'cot*** is made using the finest wholegrain flours and serves as the base for delicious combinations of meat, fish, fruit and vegetables, allowing the diverse nature of Italian cuisine to shine through. Available as both a sweet and a savoury dish, ***Pan'cot*** is conceived to be paired with the many cocktails that make ***Camparino in Galleria*** so unique.

As well as introducing ***Pan'cot***, the ***Bar di Passo*** maintains the distinctive menu that has delighted the people of Milan for years, offering something for any time of the day - from breakfast right through to aperitivo hour. The cocktail menu remains a celebration of those great, timeless classics that have gone down in the history of Campari: Campari Seltz, the bar's signature, Negroni, Milano-Torino and many more.

The relaunched ***Camparino in Galleria's*** commitment to the highest standards of quality is underpinned by the fact that all food served will be produced each day in the venue's very own kitchen and bakery.

"An iconic Milan establishment for over 100 years, ***Camparino*** is reborn today", said Bob Kunze-Concewitz, Chief Executive Offer of Campari Group, "As well as being synonymous with the aperitivo tradition,

Camparino is now an innovative bar serving up an exceptional range of cocktails and food. We're proud to say that the birthplace of the Milanese ritual of the aperitivo is now home to a new ritual".

Camparino in Galleria will be open to clients from Thursday 14 November.

www.camparino.com

FB / IG @camparinoingalleria

Camparino in Galleria

Allegra Errani - Integrated Communication Manager
allegra.errani@campari.com

Press office

Andrea Riccobene: andrea.riccobene@hkstrategies.com – +39/3482301608
Chiara Paola Basile: chiara.paola.basile@hkstrategies.com – +39/3456095404
Chiara Lorenzo: chiara.lorenzo@hkstrategies.com - +39/3427768081

ABOUT CAMPARINO

Camparino in Galleria is the legendary bar opened by Davide Campari in Milan's Galleria Vittorio Emanuele II in 1915. The bar was opened opposite to Caffè Campari, the establishment opened by Gaspare Campari - Davide's father and the creator of the bitter liqueur - in 1867. An instant hit with the people of Milan, the bar became synonymous with the city's aperitivo tradition and in 2015 marked its 100th anniversary. Following a renovation project, the bar reopens to the public in autumn 2019 with a refreshed identity and food and drink offering designed to consolidate its status as one of the most influential establishments in the world for lovers of mixology and gastronomic innovation.

CAMPARI GROUP

Campari Group is one of the biggest players in the global spirits industry, with a portfolio of over 50 brands covering the global, regional and local markets. The group's primary focus is its range of global brands, which include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. Founded in 1860, the group is the sixth largest in the branded spirits industry. Its global distribution network encompasses over 190 countries around the world, with the brand among the market leaders in Europe and the Americas. The group's strategy aims to combine organic development - with a sustained focus on brand building - with external growth through the acquisition of carefully selected brands and businesses.

With primary headquarters in Sesto San Giovanni, Italy, Campari Group has 18 production facilities around the world, as well as a group distribution network covering 20 countries. The group employs around 4,000 people. Shares in parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Borsa Italiana Electronic Stock Exchange since 2001. For more information: <http://www.camparigroup.com/it>.

Camparino promotes responsible alcohol consumption.

ALL INFORMATION HAS BEEN APPROVED BY ALL THE CUSTOMARY GLOBAL FUNCTIONS. NEVERTHELESS, IT IS MANDATORY TO SUBMIT ALL MATERIAL TO LOCAL LEGAL TEAMS FOR FINAL APPROVAL, TO ENSURE COMPLIANCE WITH LOCAL REGULATIONS.

Camparino S.r.l.
Piazza Duomo 21 - 20121 Milano
tel. +39 02.864.644.35 - P.Iva 00757060157
camparino.com