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THE CAMPARI TIMES

Special Edition

BREAKING NEWS! KATE HUDSON CAPTIVATES & INTRIGUES AS LEADING LADY IN THE 2016 CAMPARI CALENDAR, THE BITTERSWEET CAMPAIGN

#CampariCalendar

Milan, 29th September 2015 - Campari®, the iconic red Italian bittersweet apéritif, today reveals Hollywood actress and entrepreneur Kate Hudson will serve as the star of the 2016 Campari Calendar. The beautiful, charismatic American actress will take the stage in this year's Campari Calendar as two separate candidates in The BitterSweet Campaign.

The BitterSweet Campaign

theme for the 2016 Campari Calendar is multi-faceted: first, it is inspired by the instantly recognisable iconography of a presidential election, using the classic theme as a metaphor for the duality of two opposing sides. The Calendar capitalises on the nature of any election, asking people to take a stand, express an opinion and vote for a side. With Campari's unique taste serving as the epitome of duality, the Calendar cleverly asks people which aspect of the classic apéritif they identify with more: **Bitter vs Sweet**.

Second, the theme looks to leverage the rising popularity of the flavour of bitter in the world of mixology and food. The two sides of the 'campaign' are a reflection of Campari's unmistakable bittersweet taste, which can be perceived as more bitter, or in contrast, sweeter, depending on the cocktail in which it is used - it has two opposing profiles. This



intriguing duality is brought to life in the Calendar's images captured by fashion photographer Michelangelo di Battista by re-enacting the most quintessential moments of any election, playing on the bitter or sweet angles. Kate Hudson will embody and personify the two souls of Campari playing the roles of two different candidates on the campaign trail: one promoting the captivating bitterness platform versus the other supporting a more subtle, intriguing sweetness

platform. The full unveil of the 2016 Calendar will take place on 18th November.

Kate Hudson captured the hearts of critics and moviegoers in *Almost Famous*, a role that saw her win a Golden Globe and an Academy Award nomination for Best Supporting Actress. Her many films also include *How to Lose a Guy in 10 Days*; *You, Me and Dupree*; *Fool's Gold*; *Bride Wars*; and *Nine*. Her upcoming projects include Barry Levinson's *Rock*

the Kasbah, opposite Bill Murray, Bruce Willis and Zooey Deschanel; DreamWorks Animation's *Kung Fu Panda 3*, *Deepwater Horizon* with Mark Wahlberg, and Garry Marshall's all-star *Mother's Day*.

In 2013, Kate founded Fabletics, a line of functional, comfortable, stylish and affordable activewear designed to inspire women to empower themselves by getting active and taking care of themselves, not as a fad or a quick fix, but as a way of living that promotes health, community, determination, passion and joy. In June 2015, Kate and Fabletics introduced FL2, a line of high-performance athletic wear and lifestyle essentials for men.

Kate follows in the footsteps of previous Campari Calendar heroines, including stylish and passionate actresses, Salma Hayek, Eva Mendes, Jessica Alba, Milla Jovovich, Penelope Cruz, Uma Thurman, and Eva Green.

On starring in the 2016 Campari Calendar, **Kate Hudson** comments, "I was honoured to be invited to shoot the 2016 Campari Calendar. This year's theme plays off the upcoming election, which is the perfect metaphor for the many Campari flavour choices. I loved working with Michelangelo to create two distinctive characters embodying bitter and sweet."



Gallery in Berlin, showcasing portraits of iconic women in collaboration with artist Tina Berning. His distinctive style of photography sees him capture a mysteriously alluring radiance from his subjects – a style evident in this year's Campari Calendar.

Shooting the 17th edition of the globally renowned Campari Calendar is **Michelangelo Di Battista**, whose career as an international fashion photographer first began 20 years ago, upon his graduation from the prestigious School of Visual Arts in New York. Michelangelo's dedication and passion towards his craft most recently led to a major solo exhibition at the world-renowned Camera Work



On his involvement in the 2016 Campari Calendar, Michelangelo Di Battista adds, "Campari is a worldwide brand

that has always had a very strong sense of aesthetic and well-defined style, which is exactly what I pride myself on. Each image had to stand alone as well as work as a collection. The theme has so many strands and I really wanted to make sure that each strand came through in my work. Working with Kate was fantastic, her enthusiasm and her ability to switch between the two personalities allowed me to create images that I hope are fresh, inspiring and imaginative. I think our strong desire to deliver perfection or as close to it as possible, was the perfect partnership." this year's calendar unique. Each month embodies the different profiles Campari beholds, alongside Kate Hudson's incredible talent and ability to switch from approachable, welcoming and sensual to audacious and seductive. Michelangelo's beautiful photography and strong styling brings to life all of the different elements with ease and elegance. With all this in mind, we're very much

looking forward to unveiling it later in the year."

Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari comments, "This year's Campari Calendar, The BitterSweet Campaign, inspired by the iconography and mechanism of an election, is all about showing that there are always two sides to every story, person or product, as is the case for Campari. Celebrating and personifying the flavour complexity of Campari and building on the bittersweet trend makes this year's calendar unique. Each month embodies the different profiles Campari embodies, alongside Kate Hudson's incredible talent and ability to switch from approachable, welcoming and sensual to audacious and seductive. Michelangelo's beautiful photography and strong styling brings to life all of the different elements with ease and elegance. With all this in mind, we're very much looking forward to unveiling it later in the year."

* ABOUT * GRUPPO CAMPARI

Daive Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/>. Please enjoy our brands responsibly.

* ABOUT CAMPARI *

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

FOR MORE
INFORMATION



(INSERT CONTACT DETAILS HERE)

www.campari.com / www.camparigroup.com
#CampariCalendar - #goBitter - #goSweet

* Kate Hudson *



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"Rock the Kasbah", opposite Bill Murray, Bruce Willis and Zoey Deschanel; DreamWorks Animation's "Kung Fu Panda 3", "Deepwater Horizon" with Mark Wahlberg and Garry Marshall's all-star "Mother's Day".

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* Michelangelo Di Battista *

Michelangelo Di Battista is a globally renowned Italian fashion photographer, whose career on the international circuit has spanned over 20 years. A graduate of the prestigious School of Visual Arts in New York, Michelangelo was first inspired by the work of his parents – his mother a painter and his father an

architect – before finding his true calling working within the realms of fashion and beauty. Michelangelo now calls London home, regularly travelling cross-continent to work with some of Hollywood's most famous faces, including Julia Roberts, Gwyneth Paltrow, Natalie Portman and Beyoncé.

Michelangelo's dedication and passion towards his craft led to a major solo exhibition at the world-famous Camera Work Gallery in Berlin, showcasing portraits of iconic women in collaboration with artist Tina Berning.



* Sophie Lopez *



Sophie Lopez is one of the leading stylists in Hollywood, thanks to her diverse and adaptable approach to styling. Having worked with talent spanning all areas, from music, fashion, advertising and film, clients actively seek Sophie's expertise when they want to make a statement. As such, she has established a following

of international high profile clients in London and also in Los Angeles, where she now lives.

Beginning her career in menswear, she soon progressed to womenswear and has collaborated with Kate Hudson on head-turning appearances all over the world, most notably the Atelier Versace dress that led

to Hudson being honoured in Vogue's Best Dressed Red Carpet list from Venice Film Festival 2012. It is Sophie's fresh and unexpected approach to styling, as well as her desire to promote the individualism for each of her clients, that has accounted for her success thus far.



CAPTIVATING BITTERNESS CHOOSE BITTER

As firm supporters of bitterness, we believe that the true essence of Campari's taste is bitter. Its rousing bitterness captivates your palate, adding a bold kick to your drinks and is so unique you can even taste it straight.

NOW IS THE TIME TO STAY BITTER.

BELIEVE IN BITTER

#goBitter



Campari Spritz

A cocktail full of taste enhanced by the easy mix sparkling aromatic note of Prosecco.

Recipe:

2 parts (1.5oz, 4cl) Campari
1 part (splash, 2cl) soda water
3 parts (2oz, 6cl) Prosecco

Pour all ingredients directly into a glass of wine and garnish with a slice of orange.

Campari Tonic

Simplicity is often the key to the best results and this drink proves the point. All it takes is a touch of tonic water to make an irresistible, thirst-quenching cocktail.

Recipe:

1 part (1.25oz, 3,75cl) Campari
3 parts (top) tonic water

Build the drink in a juice glass with ice. Garnish with a slice of orange.

Campari & Seltz

The most popular drink in the famous Camparino bar, opened by Davide Campari himself in 1915.

Recipe:

1 part (2oz) Campari
3 parts (top) soda water

Prepare directly inside the glass. Pour the chilled Campari and top up with soda. Garnish with an orange slice if desired.

Campari on the Rocks

The simplest, most classic way of discovering and enjoying Campari's complexity.

The ice enhances its unmistakable hint of bitter, entering dry and strong on the palate. Best enjoyed as an aperitif.

Recipe:

1 part (2oz, 6cl) Campari

Prepare this cocktail directly inside an ice filled glass. Pour the Campari and garnish with an orange slice.



NEGRONI

Legend has it that on his return from England in 1919, Count Camillo Negroni asked his favourite bar to prepare his usual Americano with seven drops of gin instead of soda. A legend was born and still continues strong today as one of the most famous Italian cocktails in the world.

Recipe:

1 part (1oz) Campari
1 part (1oz) Gin
1 part (1oz) red vermouth
1 slice of orange

Pour all ingredients directly into a rock glass filled with ice. Garnish with a slice of orange.



INTRIGUING SWEETNESS CHOOSE SWEET

Let Campari's fine sweetness invite you on an intriguing journey that welcomes you to its subtle, original combinations, seducing us with new and wondrous flavours; and isn't that what the world needs?

IT'S TIME TO CHOOSE, BE YOURSELF, CHOOSE SWEET

LIFE IS SWEETER

#goSweet



Americano

Created in 1933, Campari and red vermouth met ice and soda to create the famous Americano. A legend says that the drink was given the nickname of Primo Camera, the first Italian to win the heavyweight boxing title, in New York.

Recipe:

1 part (1oz) Campari
1 part (1oz) red vermouth
Splash of soda water

Pour the ingredients directly in an old-fashioned glass filled with ice-cubes, add a splash of soda water and garnish with an orange slice and lemon peel.

Negroni Sbagliato

Invented by bartender Mirko Stocchetto in 1972 in Bar Basso, Milan. Mirko was asked to make a Negroni but used sparkling wine instead of gin. This mistake ("sbagliato" is Italian for "wrong") gave rise to a great success. Ideal for those who want to enjoy a few "bubbles" without having to forgo the classic sharp taste they know and love.

Recipe:

1 part (1oz) Campari
1 part (1oz) red vermouth
1 part (1oz) sparkling wine

In a double rocks glass with ice. Garnish with a slice of orange.

Boulevardier

After leaving the USA due to Prohibition in 1927, the legendary bartender Harry McElhone (the founder of Harry's Bar in New York) used its most contested spirit - bourbon - to create this drink. It is said that it is named after the first of its many fans, the editor of the magazine The Boulevardier.

Recipe:

2 parts (1oz) Campari
2 parts (1oz) red vermouth
3 parts (1.5oz) Bourbon Whiskey

Pour all ingredients into mixing glass with ice cubes. Stir well and strain into a chilled cocktail glass. Garnish with a lemon twist.



CAMPARI ORANGE

Created in 1960, it is also known as the "Garibaldi" due to the similarity of the Campari colour with the uniform worn by the hero who united Italy. The Campari of Milan (Northern Italy) meets blood oranges, a symbol of Sicily (Southern Italy).

Recipe:

1 part (1.25oz) Campari
3 parts (top) orange juice

Pour the ingredients into a tall glass filled with ice. Garnish with a slice of orange.

★ THE HISTORY OF THE ICONIC CAMPARI CALENDAR ★

The journey of the famous Campari Calendar began in the year 2000. The start of the new Millennium was marked with the birth of the Campari Calendar: what would become an illustrious piece of communication for the brand. **Passionate sophistication is the fil rouge**; the shared attribute linking each different edition of the **Campari Calendar**. Unique in their own way, the creative theme, choice of the star and artistic treatment of the images by the photographer, collectively bring to life the essence of the brand - passionate, charismatic, intriguing and above all extremely contemporary. The Calendar is designed to inspire fresh insight into the world of Campari, guiding fans

and supporters of the brand through an evocative journey of pleasure that makes them to fall in love with Campari over and over again.

The images in the first years of the Campari Calendar build a fictitious, surreal and imaginary world, enveloped in sensuality and passion. In the later years, the Calendar's images evolve to portray aspects which are more concrete and tangible, without losing their element of fantasy and originality. Campari Calendar images progressed to increasingly project the charismatic attitude which characterises the world of Campari.

