

CAMPARI GROUP

Shaken Not Broken: Campari UK creates relief fund for hospitality industry's front-line workers – and pledges £100K to the cause

- *UK business joins forces with The Drinks Trust and TiPJAR to create Shaken Not Broken fund to support those most in-need*
- *People across the country can donate to the fund to support their local hospitality workers*

London, 23 April 2020: Campari UK has today announced the creation of the Shaken Not Broken Fund to provide much-needed support to front-line workers in the hospitality industry during and following the COVID-19 pandemic. The business has started the fund with a £100,000 donation and is now calling on the nation to get involved, to help support those from the industry hit hardest across the country – from bartenders and servers, to bar backs, dishwashers and managers.

The fund was created in collaboration with The Drinks Trust and TiPJAR, in response to so many hospitality workers facing economic hardship as a result of the outbreak – with half estimated to currently not be in work¹. This reality is exacerbated by the reliance on tips and service charges in the hospitality industry, which are not currently taken into account within the Government's furlough scheme.

The Drinks Trust – the drinks industry charity – will administer the funds to those who need them, focusing on three key areas:

- **Financial assistance;** monetary grants for those struggling with hardship
- **Educational grants;** for those looking to train and increase their employment opportunities post COVID-19
- **Wellbeing grants;** including therapy services, sleep and insomnia treatment, and mindful drinking advice

People can support the initiative themselves by visiting [the Shaken Not Broken Fund page on TiPJAR](#), the virtual tipping platform and technology powering the gesture. Donors can then select the area they wish to support spanning all four corners of the UK, including hospitality hotspots outside of London like Bristol, Liverpool and Glasgow. Their contribution will then go directly to front-line hospitality workers in their chosen area.

People are also encouraged to spread the word on social media by posting the TiPJAR donation link and using #ShakenNotBroken to try and secure as many donations as possible in the coming months to the worthy cause.

Brad Madigan, Managing Director of Campari UK, says, *“The total closure of the UK On Trade as a result of COVID-19 is having a very real impact on the livelihoods of many workers across the hospitality industry – and will continue to do so well into the immediate future. Now more than ever, our UK hospitality family needs all of our support.*

“The creation of our ‘Shaken Not Broken’ Fund – with the help of our friends at The Drinks Trust and TiPJAR – is designed to support as many hospitality workers as possible, who are unable to work and finding things financially difficult. We want this to be a broad-based community initiative – building a

¹ <https://www.bbc.co.uk/news/business-52346685>

platform that allows anyone to donate to the fund. We encourage suppliers and agencies alike that are involved in the hospitality industry, and consumers too, to show they care about the hospitality industry by contributing a virtual tip to front-line workers who run our amazing venues and make the world's best drinks here in the UK."

Ross Carter, CEO of The Drinks Trust, added, *"Working with Campari UK on this Shaken Not Broken Fund will enable us to help thousands of struggling hospitality workers nationwide. The generous £100K donation by the company will propel us forward significantly, and we hope many more people come forward to donate too so we can help those hospitality workers hit hardest by the pandemic in their local area."*

James Brown, Founder at TiPJAR, says, *"TiPJAR was founded to help tipped workers such as bartenders and waiting staff collect cashless tips; when this crisis started we knew that we had to do what we could to help the industry we loved and workers who needed it so much. We were delighted to be able provide the tech platform to collect tips and donations for the Shaken Not Broken Fund with Campari UK and The Drinks Trust."*

This move follows a personal donation of more than £16,000 to The Drinks Trust from Campari UK employees, which was then matched by the company – bringing the total to more than £32,000. Both this donation and the launch of this fund form part of the *Shaken Not Broken* global initiative by Campari Group; a series of donations taking place across the world in support of a wide variety of charitable causes to support those hardest hit by COVID-19, in and outside of the hospitality industry.

ENDS

For more information please contact camparitrade@3monkeyszeno.com.

Notes to Editor:

More information about how to donate can be found on the [TiPJAR website at this link](#).

More information about how to apply for funds can be found [on The Drinks Trust website at this link](#).

Instagram: [@CampariGroupUK](#)

Twitter: [@CampariGroupUK](#)

#StrongerTogether

#ShakenNotBroken

The Campari UK Shaken Not Broken Fund is available for front-line hospitality workers in all corners of the UK. If people would like to donate to a specific region / area, this option is available for the below:

- Aberdeen and surrounding area
- Belfast and surrounding area
- Birmingham and surrounding area
- Brighton and surrounding area
- Bristol and surrounding area
- Cambridge and surrounding area
- Cardiff & South Wales
- Edinburgh and surrounding area
- Glasgow and surrounding area
- Hull and surrounding area
- Leicester and surrounding area
- Leeds and surrounding area
- Liverpool and surrounding area
- London and surrounding area
- Manchester and surrounding area
- Newcastle and surrounding area
- North Wales
- Norwich and surrounding area
- Nottingham and surrounding area

- Oxford and surrounding area
- Plymouth, Cornwall & Devon
- Portsmouth and surrounding area
- Scottish Borders
- Scottish Highlands
- Sheffield and surrounding area
- Southampton and surrounding area
- York and surrounding area

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. The 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. The 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: www.camparigroup.com/en

Please enjoy our brands responsibly

ABOUT CAMPARI UK

Campari UK is the distribution, sales and marketing division of Campari Group's subsidiary in the United Kingdom and is based in London. A multicultural and dynamic team, Campari UK comprises more than 60 'Camparistas' of over 10 different nationalities.

At the heart of Campari UK are three main portfolio offerings. The first is the Aperitivo Champions portfolio, led by the iconic Italian brands Aperol and Campari. The second is the Urban Disruptors portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally there is the Prestige Challengers portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at @CampariGroupUK.

ABOUT THE DRINKS TRUST

The Drinks Trust is the drinks industry community organisation. Since 1886, The Drinks Trust (formerly The Benevolent) has provided care and support to the people who form the UK drinks industry workforce, both past and present. The Drinks Trust is run by drinks industry professionals, funded by drinks industry partners and supported by thousands of drinks industry fundraisers, volunteers and contributors.

ABOUT TIPJAR

TiPJAR is a peer to peer tip ecosystem on a mission to change the world of tipping forever by putting the power into the hands of the workers. The platform allows for tipped workers to receive and manage tips, both directly and transparently. At the same time TiPJAR works to help businesses and managers with the current pain points of handling card payment tips. Built by hospitality workers for hospitality workers. Join the tipping revolution at wearetipjar.com.