



Shaken Not Broken: Connecting Australians to their neighbourhood local to get cocktails on demand

More than 100 bars and venues have joined Campari Australia's Shaken Not Broken movement to keep the hospitality industry pouring drinks and staying connected during COVID-19

Sydney, 08.05.2020: Thousands of Australians will be able to order their favourite cocktail or signature drink online today as a result of the launch of Campari Australia's *Shaken Not Broken* initiative.

Negronis, Old Fashioneds or even Boulevardiers can now be ordered from the comfort of your home via a partnership with online ordering platform HungryHungry.

The initiative was supported through the donation of Negroni and Bourbon cocktail kits that were delivered to venues across Australia.

Cocktails will be served in glass bottles for easy transportation, with personalised swing tags straight from your favourite bar, made with love. You can order here for virtual cheers with a mate, or even ship to friends or family as a birthday surprise.

Simon Durrant, Managing Director of Campari Australia and Campari New Zealand, said as the opening date of pubs, bars and restaurants continues to be a key debate in national headlines, our favourite locals are pivoting their business models to online ordering, contactless delivery and pick-up services.

"Since we asked venues to register interest more than 100 bars and venues have joined and this number continues to grow, which just shows how incredibly determined our industry is.

"Our hope now is that *Shaken Not Broken* will further encourage Aussies to support the hospitality industry through these difficult times, so that once we emerge on the other side, our neighbourhood venues and their staff will still be there," said Durrant.

Contactless Bottled Cocktails Enjoyed at Home

The *Shaken Not Broken* site includes an easy-to-use search function to find and order from your nearest bar or venue, offering bespoke bottled cocktails and drinks for delivery or collection.

The venue listings platform and access to [HungryHungry](#) was part of a comprehensive industry Response Package provided by Campari Australia, which also included product donations, packaging materials, marketing tools, and media exposure.

Stefano Catino, Owner of Maybe Group which operates MAYBE FRANK and MAYBE SAMMY Sydney, said *Shaken Not Broken* was an important initiative to keep bringing moments of joy to our customers.



“It’s a very tough moment for the industry, but what is remarkable is our human instinct of survival. We hope through *Shaken Not Broken* we’ll still be able to keep connected during this time.

“Bottled cocktail pick-up and delivery will be a key revenue stream to supplement reduced trade with takeaway and online orders. We’re encouraging all our regulars and potential new customers alike to head over to the *Shaken Not Broken* site to order our beloved cocktails,” said Stefano, whose establishments took out Best International New Cocktail Bar at Tales last year, and more recently was listed in the coveted World’s 50 Best Bars awards.

Campari Australia is calling on all bars, venues and cocktail fans to get involved and join the #ShakenNotBroken community, with registration and virtual packs for new venues still available online.

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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 Sesto San Giovanni, 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.

ABOUT HUNGRYHUNGRY

[HungryHungry](#) is an integrated technology entity that offers comprehensive solutions for the hospitality industry. Locally owned and operated, we offer development of ordering platforms (digital menus) that service Order at Table (in venue ordering) Delivery, Drive and Pick up (online ordering). Offering over 100 backend platform functions, HungryHungry is a game



changer in defining your patrons online or in house ordering experience. Thus far, the team here at HungryHungry have been humbled to help over 1000 venues pivot and transform their businesses to be online in their desired capacity. Our partner venues have generated incredible online sales figures, are able to rehire, retain staff and create opportunities for local suppliers.



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