

CAMPARI GROUP

Campari Group unveils new headquarters for its Northern Central & Eastern European business unit and UK market in the heart of London

A significant investment highlighting the importance of the Region and of the UK market

LONDON, 04-11-22: Campari Group, home to iconic spirits brands in the UK such as Aperol, Wray & Nephew, Appleton Estate Jamaica Rum, and the eponymous Campari, has unveiled its state-of-the-art new regional headquarters, in the heart of the capital.

The UK is the largest spirits market in Europe and the fifth largest in the world¹, making it a crucial strategic territory for Campari Group – the sixth major player in the spirits industry worldwide. Its new regional HQ signals a new era for the Italian giant's operations in this country and in the Northern Central & Eastern Europe Region – as well as internationally. Building on its rapid growth trajectory in the UK, this new opening also underlines Campari Group's ambitions for its future, creating new jobs and lasting partnerships as part of a long-term commitment to the UK market.

Named "The House of Campari Group, UK", the new London HQ is situated in Great Portland Street – a stone's throw from Oxford Street – and will be the first time the business has owned a UK office space, becoming a key permanent in-market home for the business. As well as being a significant investment in a strategic market, taking ownership of its London footprint has allowed the company to blend its heritage with cutting edge innovations in the flagship drinks and hospitality space – all with customary Italian flair, as can be seen in the show-stopping design of the new building.

Cesare Vandini, Managing Director BU NCEE, commented: *"We have been operating in the UK for just seven years – and it has quickly become one of our most important markets, not just in Europe, but globally. As such, The House of Campari Group, UK is not only our new Northern Central & Eastern Europe home here, but also an important strategic development for the business, demonstrating our commitment to our customers, partners, and colleagues – ultimately underlining our belief in the UK market and our brands' performance within it. This is a significant investment for the Group; despite the volatile economic scenario on an international level, we are confident that there is a bright future ahead, with our London operations playing an increasingly critical role in this."*

The company's Italian heritage is proudly channelled throughout the space, with care taken to add a local London twist as well as nods to the culture of each of Campari Group's famed brands. From a stunning 7ft long mosaic centrepiece and unique Depero artworks on the

¹ *Source: *Impact's top 100 Premium Spirits Brands Worldwide by Company*, March 2022

ground level, to an Aperitivo-inspired roof terrace with views of the London skyline, the new office is as aesthetically pleasing as it is practical.

The new HQ also introduces a brand-new concept to the UK market: Campari Academy. Already a global movement with training facilities as far afield as Sao Paolo and Sydney, London's Campari Academy represents the first time it has been brought under one roof in a UK venue – offering an additional layer of hospitality and drinks excellence for both customers and employees. Campari Academy seeks to connect, educate, and inspire bartenders with innovative masterclasses and industry-leading training programmes.

Brad Madigan, Managing Director at Campari Group UK, adds: *“In the short time we have been operating in the UK, we have experienced very strong growth in sales and people. As we move into The House of Campari Group, UK, I look forward to building an even greater business from these strong foundations. This is a strategic market for Campari Group globally, while the opportunities for growth are still huge. Our new London home gives us a platform to drive innovation in the drinks and hospitality worlds, including bringing our leading-edge Campari Academy to the UK in a permanent space – all driven by world-class talent. We look forward to welcoming our business partners to The House of Campari Group, UK over the coming months.”*

The House of Campari Group, UK was officially opened on 4 November, with a commemorative plaque unveiled by Luca Garavoglia, Chairman at Campari Group.

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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 Milan, Italy, Campari Group owns 22 plants worldwide and has its own distribution network in 23 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

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