



Campari announces its partnership with The Berlin International Film Festival

With the new partnership, the iconic Italian red aperitif continues to expand its commitment to the world of Cinema

München, 23rd January 2023 – Campari announces its sponsorship with the Berlinale, one of the largest public film festivals in the world. The 73rd Berlin International Film Festival will take place from February 16th to 26th 2023 in Berlin.

The passionate relationship between Campari and the world of Cinema has a long tradition and the official partnership with the Berlinale is a logical continuation of the brand's commitment in this field. Campari discovered the world of film as early as the 1920s and even then the Cinema was the ideal platform to promote creativity and individuality and to express the Red Passion. For decades, Campari has been working with renowned and emerging talents as well as established world-famous artists such as Federico Fellini, Stefano Sollima, Paolo Sorrentino and Matteo Garrone, designing and implementing together with them innovative and pioneering projects.

During this year's Berlinale, guests will be able to enjoy special Campari experiences at selected locations. The Campari Bar in the Berlinale Interview Lounge at the Grand Hyatt Hotel is catered daily from 6.00 pm by the team of the renowned and legendary Camparino Bar in Milan. The bar, opened in 1915 by Davide Campari in Milan's Galleria Vittorio Emanuele II, has been synonymous with the city's aperitif tradition for many years and is one of the most influential bars in the world of mixology and innovative gastronomy.

Every evening in the Campari Bar in the Berlinale Interview Lounge, Film makers movie fans and cineastes will enjoy world-famous classics cocktails such as the Negroni and the Campari Spritz, whose centerpiece is the iconic red Italian aperitif Campari. In addition to a variety of smaller events and activities in the Campari Bar and at various festival hotspots, **the "Berlinale Bergfest", co-hosted by Campari, will take place on the 20th February at the Metropol** as the highlight of the partnership between Campari and the Berlinale.



"We are delighted to have Campari on board as a new partner steeped in tradition who shares our passion for Cinema and the world of film. We would like to thank Campari for its commitment to making the Berlinale 2023 a festival of encounters and unforgettable moments," said the **Berlinale management duo Mariette Rissenbeek and Carlo Chatrian.**

Andrea Neri, Managing Director Campari Group Germany, on the new partnership: *"Campari's commitment to film has a long tradition. Together with various partners, we have repeatedly promoted and implemented creative and innovative projects. Red Passion as our engine for every new creativity makes it possible to push boundaries beyond common standards. In hardly any other area can this creativity be expressed as much as in the world of film. The partnership with the Berlinale, one of the world's largest public film festivals, is a great opportunity to further expand our commitment in this area. We are pleased to bring film makers, creatives and new talents together at our bar in Berlin and to give space to creative encounters and new ideas. "*

For more information, follow Campari's social media channels: @campari.de and @campariofficial.

#Campari #RedPassion

www.campari.com
<https://www.youtube.com/EnjoyCampari>
<https://www.facebook.com/Campari>
<https://instagram.com/campari.de>
<https://instagram.com/campariofficial>
<https://twitter.com/campari>

PRESS CONTACTS

Campari Germany GmbH

Errico Landi

Phone: +49 89 210 37-0

E-Mail: Errico.landi@campari.com

www.camparigroup.com

IML Kommunikation UG

Ingrid Meyer-Lohrmann

ingrid@iml-kommunikation.de



ABOUT BERLINALE

The Berlinale is a unique place of artistic exploration and entertainment. It is one of the largest public film festivals in the world, attracting tens of thousands of visitors from all over the world every year. For the film industry and the press, the eleven days in February are both one of the most important events in the annual calendar and an indispensable trading centre. The Berlinale brings the big stars of international cinema to Berlin and discovers new talents. It accompanies filmmakers of all trades on their way into the limelight, promotes careers, projects, dreams, visions. Thanks to its numerous industry initiatives, the Berlinale is an important driver of innovation and an important economic factor both internationally and for companies from Germany and Berlin.

ABOUT CAMPARI

Campari is the iconic red aperitif spirit from Italy and an ingredient in some of the world's best-known cocktails. The company was founded in Milan in 1860 by Gaspare Campari. His son Davide created a distinctive and revolutionary drink, the recipe of which remains unchanged to this day. The bright red colour and inimitable and complex taste of Campari are created by an infusion of herbs, aromatic plants and fruits with alcohol and water. Campari is unique, distinctive and versatile. The possibilities for drink variations are limitless and always surprising. In addition to bartenders who regularly create new variants with the iconic red bitters all over the world, Campari is also a source of inspiration for artists of different genres to give free rein to their own passion and creativity.

ABOUT CAMPARI GROUP

Campari Group is one of the most important companies in the global spirits industry with a portfolio of over 50 premium and super-premium brands spread across global, regional and local priorities. Global priorities, Campari Group's main focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The company was founded in 1860 and is now the sixth largest player in the premium spirits industry worldwide. It has a global sales reach and is present in over 190 countries around the world, with leading positions in Europe and North and South America. Campari Group's growth strategy aims to combine organic growth through strong brand building and external growth through selective acquisitions of brands and companies. Headquartered in Sesto San Giovanni, Italy, Campari Group has 22 production sites worldwide and its own sales network in 23 countries. The company employs around 4,000 people. The shares of the parent company, Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001.

ABOUT CAMPARI GROUP GERMANY

Campari Group Germany is one of the leading spirits companies in Germany and part of the Campari Group, which is the sixth largest player in the spirits sector worldwide. Campari Group Germany offers a focused range of international, successful premium lifestyle brands. These include the brands American Honey, Anchos Reyes, Aperol, Appleton Estate & Baron Samedi & Wray & Nephew, Averna, Bisquit, Braulio, Bulldog Gin, Campari, Cinzano, Crodino, Cynar, Del Professor, Espolón, Frangelico, Glen Grant, Grand Marnier, Lallier, Montelobos, Ouzo 12 & 12 Gold, Picon, Sagatiba, SKYY Vodka, Trois Rivières, Wild Turkey and Zedda Piras.