

CAMPARI GROUP

Campari Group doubles the production capacity of Aperol by expanding the Novi Ligure Plant, the Group's largest production hub globally

- The new bottling line, entirely dedicated to Aperol, has been inaugurated to support the growing global demand in the aperitif segment
- A new area of 6,500 m² is added to the already existing 60,700 m² of covered area
- The strategic importance of the plant grows further. In 2023, 29% of the volumes sold by the Group were produced in Novi Ligure
- The total investment in the Novi Ligure plant, part of the global production expansion plan announced in 2022, will reach €75 million at the end of the project (2025)

Novi Ligure, April 19, 2024-Campari Group inaugurates, in the presence of the **Minister of Agriculture, Food Sovereignty and Forests, Francesco Lollobrigida, the President of the Piedmont Region, Alberto Cirio, and representatives of local institutions**, the new Aperol bottling line which, as part of an expansion of the plant that will reach €75 million investment, **adds 6,500 m² to the existing 60,700 m² of covered area**. The expansion is a fundamental stage in the international development of the Group, which in 2023 recorded for the third consecutive year a double-digit organic growth on all profitability indicators.

Aperol, which has quintupled its growth in the last 10 years and achieved record performances, is the leading brand in Campari Group's global sales (**+23.1% in 2023, 24% of the Group's total sales**) and also in Italy, where it grew by +8.2% in 2023.

'We are proud to inaugurate the new bottling line dedicated to Aperol, which will allow us to increase our production capacity even more, allowing us to keep exporting worldwide the aperitif ritual, a symbol of the Italian lifestyle, characterized by a model of responsible consumption and of the highest quality', said Matteo Fantacchiotti, Chief Executive Officer Campari Group. 'The expansion of the plant, which takes place 20 years after its opening, is a further confirmation of the positive growth trend of recent years. Thanks to the passion and exceptional talent of our Camparistas, we celebrate today a remarkable milestone, which confirms our commitment to generating value, continuing on our strategic path of growth and transformation, ready to face future challenges.'

THE NOVI LIGURE PLANT: HUB FOR THE MADE IN ITALY IN THE WORLD

Inaugurated in 2004, **the plant has developed over the years alongside the Group's growth**: in 2009 a **warehouse** was added, which strengthened the plant's strategic role also as a logistical distribution hub. In 2015, the **official plants Center** was opened, the only one used for the reception, selection, and preparation of the herbs necessary to produce some of the Group's brands, while in 2021 it was the turn of the line dedicated to **the production of Crodino**.

Novi Ligure is Campari Group's largest production hub and is responsible for producing some of the Group's iconic products: in addition to **Campari** also **Aperol, Campari Soda, Crodino** and **Cinzano**. The inauguration of the new Aperol line will bring the bottling lines to seven, increasing the overall plant's annual capacity by 100 million bottles, production that has already gone from 29 million in 2004 to 360 million bottles in 2023.

THE IMPACT OF THE PLANT

In 2023, **29% of the volumes sold by the Group were produced by the Novi Ligure plant**.

The Novi Ligure hub also plays an important role from an employment point of view: more than 300 people are employed at the plant, either as employees or as outsourced logistics services, and **the number of direct employees grew by 10% in 2023**. The permanently employed staff, moreover, can access training courses focused on the development of soft skills and leadership. In addition, in 2023 the Campari Group's **'Distillery of Talent'** early program was launched, which was later extended to other plants of the Group and in line with the company's commitment to invest in learning and personal development of Camparistas. The program is dedicated to young graduates in engineering, scientific, and technical fields and its goal is to attract and train young talents. It lasts 18 months, during which two rotations are planned within the supply chain, aimed at developing the skills of the selected candidates.

Campari Group is also committed to **developing projects aimed at making the plant increasingly sustainable, mainly through energy efficiency initiatives**. The plant was equipped in 2022 with a photovoltaic panel system, which adds to the several investments made in sustainability allowing, between 2021 and 2023, to increase energy autonomy and **reduce energy consumption and greenhouse gas emissions**.

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FOR FURTHER INFORMATION:

Corporate Communications

Enrico Bocedi

Tel. +39 02 6225680

Email: enrico.bocedi@campari.com

Marta Andena

Tel. +39 3473223081

Email: marta.andena@campari.com

Ufficio Stampa – Hill & Knowlton

Illaria Carfi

Tel. +39 324 011 4825

Email: ilaria.carfi@hillandknowltonstrategies.com

Felice Trichese

Tel. +39 389 206 6405

Email: felice.trinchese@hillandknowltonstrategies.com

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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, Campari, SKYY, Grand Marnier, Wild Turkey and Appleton Estate**. 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. Campari 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 operates in 22 production sites worldwide and has its own distribution network in 26 countries. Campari Group employs approximately 4,700 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. For more information: <http://www.camparigroup.com/en> Please enjoy our brands responsibly.