

CAMPARI®



Campari announces official partnership with the Festival de Cannes

Strengthening the brands legacy in cinema, Campari announces the partnership with the global film festival

Milano, 18 02 2022 – [Campari](#) the iconic Italian red aperitif, announces the partnership with the world-renowned [Festival de Cannes](#) starting with this year's 75th edition from the 17th – 28th May.

Campari will be present at the Festival de Cannes as Official Partner and with an iconic branded space at the Palais des Festivals.

Cinema reflects the perfect alchemy between passion, creativity, and imagination of Campari, whose rich history in the world of arts and cinema starts from its very creation in 1860. From world famous names such as Fellini and Sorrentino to young and emerging talents, Campari has built an exceptional relationship with cinema over several decades. The partnership with the Festival de Cannes will be a continuation of this, building on Campari's existing legacy in the world of film.

Thierry Frémaux, General Delegate of the Festival de Cannes is thrilled by this new partnership: "We are glad to welcome Campari, for a new partnership, on the occasion of our 75th anniversary. The exclusive reception venue, specially built by Campari for the Festival de Cannes, will gather the magic of cinema with the events spirit of the Festival."

Campari Group's Head of Global Marketing, Julka Villa comments: "We are very pleased to announce our official partnership with Festival de Cannes, a festival that truly aligns to the passions at the core of Campari. Given our heritage and long-standing appreciation for Cinema the partnership is an exciting next step for us to continue our legacy. The news also comes in a special year for the brand, with the Negroni awarded the world's best-selling cocktail, and much more to come, so we look forward to bringing everyone on the journey with us."

Please follow Campari's social media channels for further information @campariofficial

-ENDS-

#Campari #RedPassion

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NOTES TO EDITORS

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ABOUT FESTIVAL DE CANNES

The Festival de Cannes is an event that brings together the world's film professionals around an official competition and an International Film Market, whose highly media-oriented aspect makes it one of the first annual international events, contributing to the world cinematic influence.

ABOUT CAMPARI

Campari, the iconic, unforgettable Italian red spirit sitting at the heart of some of the world's most famous cocktails. Campari was founded in Milan in 1860 by Gaspare Campari, and pioneered by his son, Davide, who created something so distinctive and revolutionary that its secret recipe has not been altered since. Vibrant red in colour, Campari's unique and multi-layered taste is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water. As well as being unique and distinctive, Campari is extremely versatile, offering boundless and unexpected possibilities. As a source of this passionate inspiration since its creation seen through its founders' creative genius, artists in different fields and the world's best bartenders, Campari stimulates your instincts to unlock your passions, inspiring limitless creations.

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. 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 owns 22 plants worldwide and has its own distribution network in 21 countries. Campari Group employs approximately 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. For more information: <http://www.camparigroup.com/en> Please enjoy our brands responsibly