



## BACKGROUND INFORMATION

### HISTORY

#### 1919 – The birth of an Italian legend

Aperol was launched in 1919 at the Padua International Fair. Created by the Barbieri brothers, Aperol soon became one of the Italians' favourite liqueurs. It is light in alcohol at only 11<sup>1</sup> per cent by volume, but has a rich, complex taste deriving from the infusion of a blend of high-quality herbs and roots. The original recipe has remained unchanged and a secret to this day.

In the immediate post-war period and in later years, Aperol became popular all over Italy, particularly with young adults active in their social life. Nowadays, Aperol is distributed in dozens of countries worldwide.

#### 1960s-1970s – “Ah, Aperol!” Tino Buazzelli and *Il Carosello*

Exponential growth of the brand coincided with the launch of the advertising campaigns on the extended evening advertising break known as “Il Carosello”. Like other classic Italian brands, Aperol entered the Italian collective imagination thanks to the three-minute slot. The well-known advertisement “Ah, Aperol” featured the great Italian actor Tino Buazzelli who, in striking his forehead and exclaiming “Ah, Aperol!” became an Italian legend and led to the phrase being adopted by people in bars throughout Italy.

#### 1980s-2000s – Aperol Spritz

At the end of the 1980s the brand's advertising strategy changed with the times, leading to the launch of the Aperol Spritz campaigns. In 2005, the closing line of the advertising, “Happy Spritz, Happy Aperol” focuses on the “Spritz”, the enormously popular and successful aperitif, which is now inextricably linked with Aperol.

#### 1995 – Aperol Soda

As a natural extension to the brand, the company launched a single-serve ready-to-drink version, with an alcohol content of just 3 per cent by volume: Aperol Soda, a sparkling drink with a hint of orange infused with bitter-sweet herbs and roots. Sold in a 12.5 cl bottle, it is the ideal single-serve beverage for anyone wanting a refreshing, flavoursome drink. Since its launch on the market in 1995, it has become extremely popular throughout Italy without cannibalising Aperol sales. Markets: Italy, Austria and Switzerland

#### 2003 – Gruppo Campari

In 2003, Gruppo Campari acquired Barbero 1891, owner of Aperol, and since then Aperol has experienced further growth thanks to the popularity of Aperol's excellent signature drink, the Spritz. Supported by extensive advertising campaigns and the Gruppo Campari sales and distribution network.

---

<sup>1</sup>Germany and France 15 per cent by volume



Enjoy Aperol Responsibly



## **2010 – MotoGP**

In 2010 Aperol becomes Gruppo Campari's lead product for the MotoGP World Championship. Aperol is also the title sponsor for Cataluña and San Marino Grands Prix.

## **2011 – Aperol gets a social makeover & Aperol Spritz Home Edition is launched**

In 2011, Aperol launched new shapes for its bottle and label. Fun and playful, the back label highlights the world famous 3, 2, 1 recipe of Aperol Spritz – the ultimate social drink.

2011 also saw the launch of the ready-to-serve version of the successful signature drink Aperol Spritz. Aperol Spritz ready to serve was created to provide consumers a perfectly dosed and balanced drink to which they have only to add ice and a slice of orange to enjoy it at home. Aperol Spritz ready-to-serve is currently distributed in Italy, Austria, Belgium and the Netherlands.

The International Bartenders Association (IBA) announced the addition of Spritz Veneziano to its Official Drinks at its annual conference in 2011 in Warsaw. The IBA Official Drinks includes the list of cocktails which are selected by the Association as most notable and frequently-made cocktails by professional bartenders around the world. The recipe of Spritz Veneziano replicates the one of Aperol Spritz and officially features Aperol among its key ingredients.

## **2012 – Aperol Spritz! Happy Record!**

On June 29th thousands descended on the iconic Piazza San Marco in Venice for Aperol Spritz! Happy Record! to attempt a Guinness World Record™ for the 'Largest Aperol Spritz Toast'. Over 2,600 people joined in the social spirit of Aperol Spritz eager to clink their glasses to make history. The world record was overseen by Guinness World Records™ and a team of local judges. The ultimate social celebration saw hundreds of people celebrating the achieved record and enjoying the day with their friends just as the ultimate social drink, Aperol Spritz, should be enjoyed.

## **2014 – Cheers! United**

On 1st January 2014, Aperol Spritz was announced as the Official Global Spirits Partner of Manchester United Football Club, making the aperitif the new way for supporters to celebrate their passion for the club. With Manchester United's status as one of the most successful clubs in the world, bringing millions of fans together in celebration, and Aperol's embodiment of success, freshness, celebration and sociability, the shared values and fit between the two brands made this a natural partnership.



*Enjoy Aperol Responsibly*



## THE SECRET RECIPE

The name says it all: Aperol is the perfect aperitif. Bright orange in colour, it has a unique taste, thanks to the secret recipe, which has never been changed, with infusions of selected ingredients including bitter and sweet oranges and many other herbs (including rhubarb) and roots in perfect proportions.

## APERITIF

*Aperitif or Aperitivo (Italian)*

The word “aperitif” denotes the custom of consuming snacks and non-alcoholic or lightly alcoholic cocktails before a meal. By extension, the word also refers to the pre-meal drink itself.

The popularity of the aperitif is long-established in Italy, as well as in France, where it has strong historical roots; it is also becoming more widespread in other countries such as Austria, Belgium, Germany and Switzerland.

The aperitif was invented in Turin over 200 years ago, in the last 20 years it has become a rendezvous, a custom and a focal point of social life all over Italy. The main reasons for its success are:

- it’s a highly-ritualised and agreeable occasion, and is particularly associated with “social drinking”; it’s a well-known fact that the group is very important for young people: “relationships come and go but friendships remain”
- it’s an extremely convivial occasion with a strong conversational element - “to have an aperitif/go for a drink” implies becoming or seeking to become close or friendly with someone; it sets the scene and heightens anticipation of companionship, togetherness and enjoyment
- it’s the perfect “restorative” in a society where people no longer eat until replete; we do not savour our food, but pick and nibble, and eat on the go
- it’s trendy and accessible - it can now include many occasions on which to have a drink: at the end of the morning, mid-afternoon or on a host of social and cultural occasions (book launches, conferences, events, sales promotions, etc.), which have increased enormously in recent years, where a toast has become an integral part of the event
- it’s versatile and mobile and thus accords perfectly with the bywords of modern living - it can be indulged in anywhere and at any time: sitting down, standing, in a hurry, as a break, moving from one venue to another
- it’s in tune with the contemporary lifestyle in which most of us have high expectations and live life as a series of preparations, introductions, get-togethers and transits, in which - especially for young people - enjoyment is paramount



*Enjoy Aperol Responsibly*



## ORIGIN OF SPRITZ

The origins of the Spritz are not known for certain, but it is said to have been created during the Austrian occupation of Italy in the 19th century. The name may in fact come from the German verb *spritzen*, meaning “to spray”, or from the name given to Austrian wines from the western region of Wachau. German soldiers quickly became accustomed to drinking the local wines of Veneto in local taverns but, since their alcohol content was much higher than the beer they were used to drinking, they often diluted it with water. This gave rise to the white Spritz, which can still be found in a number of bars in Trieste and Udine.

As time passed, the ritual of the aperitif spread from Veneto to the rest of Italy, with many different versions of the Veneto Spritz becoming popular. Many towns in Veneto have their own variation of the Spritz, but over the past ten years Aperol Spritz with Prosecco has become the most frequently ordered and consumed variety: light, sparkling and refreshing, it is the ideal drink for any occasion.

## APEROL SPRITZ TIME

In Veneto, Friuli-Venezia Giulia and Trentino-Alto Adige, the Spritz is a popular ritual that people enjoy from late morning onwards. In recent years it has become fashionable to drink it as an aperitif before dinner. It is undoubtedly the most widespread and commonly drunk aperitif: a traditional ice-breaker and a symbol of the lively atmosphere of the city.

In country inns, as well as in town centre bars, the Spritz is served with the ever-present *cicchetti* (as Veneto’s traditional savoury snacks are known), mostly made with local products. Depending on whether the location is by the sea or in the mountains, these can include cold meats, cheeses, grilled vegetables and fish, and are always well-presented in varying combinations on bar counters.

In Slovenia and Croatia, both of which retain many traditions connected with Venetian culture, the aperitif is known as the *Spritzen*. Nowadays, Aperol Spritz has become very popular throughout Italy, as a result of word of mouth recommendations among young adults and because of its unique qualities: it is lightly alcoholic, easy to combine with food and affordable.

The “historic locations” of the Aperol Spritz: Piazza delle Erbe in Padua; Campo Santa Margherita and behind the Rialto in Venice; Porta San Tommaso in Treviso, Piazza delle Erbe in Verona, Piazza delle Erbe and Piazza dei Signori in Vicenza; the Jesolo “Terrazzamare” in summer and the “Gasoline” and “Capannina” in Piazza Mazzini; opposite the church in Mirano; Piazza Ferretto or Calle Legrenzi in Mestre; or the Casetta Rossa in Mogliano.



Enjoy Aperol Responsibly



## APEROL SPRITZ\*

### *The Perfect Serve*

Add ice in the glass then pour in the Prosecco, the Aperol and add a splash of soda, top with a slice of orange. This serving avoids the Aperol settling at the bottom.

- Ice
- 3 parts of Cinzano Prosecco
- 2 parts of Aperol
- 1 splash of soda
- A slice of orange

\* Also called "Spritz Veneziano" in an official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.



*Enjoy Aperol Responsibly*