

ORIGIN AND HISTORY

1860s



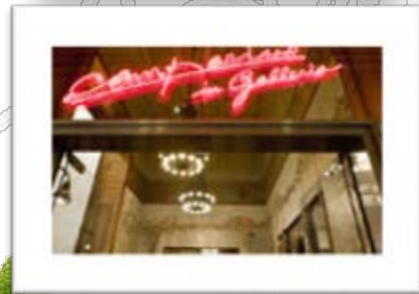
- **Campari originated in Novara in 1860**, when Gaspare Campari's experiments culminated with the invention of a new beverage with a distinctive bitter flavour and a secret recipe which has been kept the same until today.

- In **1867** Gaspare moved to Milano and opened '**Caffé Campari**' in the very center of the city. Thanks to this prestigious location, Campari soon became a successful aperitif, a staple presence at Milan's social events.

1900s



- On 1st October **1904**, the **first production plant** opened in Sesto San Giovanni. The location was chosen for its national and international railway links, aiming to bring the brand closer to an international clientele.



- In **1915**, the "**Camparino**" bar opened in Galleria Vittorio Emanuele II and quickly became one of the symbols commonly associated with Milan, alongside fashion and design. Nowadays it is still operating under the ownership of the Miani's Family.



CAMPARI

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1920s



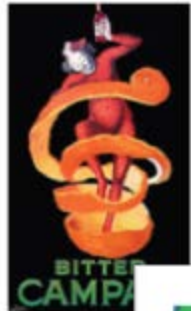
- The “**Americano**” cocktail was invented in the 20s and despite its name, it is made from all-Italian ingredients: Campari, red Vermouth and soda. One of the stories about this cocktail tells that the drink was named Americano in honour of its popularity amongst American tourists.

- Another classic Campari cocktail, the “**Negroni**” was invented in the same period. It was created in Florence between 1919 and 1920 by Count Camillo Negroni who ordered an Americano with a touch of gin rather than soda, in honor to his last trip to London. Today it is considered as one of the most famous Italian cocktails in the world.

- Both cocktails are listed into the **IBA Official drinks list**, in The Unforgettable category.

- Between the 20s and 40s the **greatest artists** of the period have given their contribution to the brand describing with their artworks the soul of Campari. Among them **Ugo Mochi, Hohenstein, Dudovich, Nizzoli, Depero, Fisa and Leonetto Cappiello** who created the famous “Spiritello” emerging from an orange peel.

1940s



CAMPARI



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1960s



- The strong bond between Campari and art continued during the years. In 1964 **Bruno Munari** produced the manifesto 'Declinazione grafica del nome Campari' (Graphic Declination of the name Campari) now permanently exhibited at the Modern Art Museum in New York.

- The **Campari Orange** was invented. The cocktail was originally named after Garibaldi, one of Italy's "fathers of the fatherland", and represents the unification of north and south of Italy: Campari from Milan with oranges from Sicily.

1970s



- Started back in the 70's Campari collaboration with **famous actors and directors** culminated in 1985 when the great Italian director **Federico Fellini** directed his very first short film commercial for the Italian market. Another icon of the time **Kelly Le Brock**, the famous woman in red, has been protagonist of the commercial 'Campari, It's Fantasy'.

1980s



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2000s



- The start of the new Millennium is marked with the birth of the Campari Calendar. Through the years stunning models and actresses of the caliber of Salma Hayek, Eva Mendes, Jessica Alba, Milla Jovovich and **Penelope Cruz**, have been captured by internationally renowned photographers. **Salma Hayek** and **Jessica Alba** have also respectively starred in two global TV campaigns in 2007 and 2009.

2010s



- In 2010 Campari's celebrated its 150th anniversary with the opening of **Galleria Campari**, a dynamic, multimedia and interactive place that traces the history of the brand through the expressions of modern and contemporary art.
- **Campari Art Label** was launched aiming at confirming and resuming the link between the brand and art. Avaf, Rehberger, Beecroft (2010), Britto (2011), Nespolo (2012) and Depero (2013) are the contemporary artists that designed the labels of the limited editions developed until today.

Today

- Today Campari is **distributed in more than 190 countries** and is a leading cultural icon across the world with a stylish personality expressed in the most contemporary style.



CAMPARI