



## Join the First Aperol Spritz Summer Festival in Asia



**BALI, 24 August 2023** - From the Venetian canals to the lively streets of Milan, the Aperol Spritz has long captured the joyful, convivial spirit of Italian living. Come 28 August - 10 September 2023, the iconic spirit will be holding its first Aperol Spritz Summer Festival across the island of Bali. Geared to both sun seekers and spritz lovers, islanders can look forward to spritz promotions, Aperitivo-inspired brunches to orange themed parties to fuel their island escapades.

### **ITALIAN BRIGHTNESS ACROSS BALI**

Aperol, with its bright orange hue, is a testament to Italy's culture of relaxation, celebration, and shared moments. Owned by Campari Group, Aperol is best known for its Aperol Spritz classic serve which became the world's #1 trending cocktail of 2022. When mixed with Prosecco and a splash of soda, it transforms into the Aperol Spritz, a drink loved for its signature brightness, unique taste, and effervescence that captures the vivacious Italian spirit.



But what is the allure of the Aperol Spritz? Think long Mediterranean afternoons surrounded by amazing company of friends clinking glasses under the sun or against the sunset. Aperol Spritz is all about moments of joy that complements the very essence of Bali's tropicality.



Bali, with its pristine beaches and vibrant culture, forms the perfect canvas for this Italian themed activation that pays tribute to Aperol's spirit of enjoying moments in good company with timeless Italianity. At the heart of this grand festivity are 5 Aperol Spritz hotspots among 100+ other participating outlets that will be mapped across Bali's buzzy districts such as Kuta, Canggu, Ubud and Seminyak.

### **PARTICIPATING VENUES & HIGHLIGHTS**

Happening across 80 iconic venues, highlights include Atlas Beach Fest, Alila Seminyak, Finns Beach Club, La Brisa, White Rock, and many more. For the latest updates and a full list of participating venues, Aperol Spritz fans can follow @AperolSpritzID for a lowdown of promotions.

Scheduled with an exciting calendar of activities that include Sunset Hour menus at selected bars and beach clubs, attendees can also look forward to brunches inspired by Italy's aperitivo culture, and "Orange" parties that evoke the feel of basking along the Mediterranean coastline.

One of the festival's highlights is "Together We Spritz", celebrating community and shared moments. Throughout the event, attendees can also engage in spritz games, contests, and quizzes and participate in giveaways for social posts on Instagram or Tik Tok with the tags @AperolSpritzID, #AperolSpritzID across the campaign duration.

**Key activations in gist:**



- Sunset Hour - Aperol Spritz by the glass programme at attractive prices during Aperol Spritz Summer Festival all around Bali.
- Aperol Aperitivo Brunch - Curated Italian-inspired light bites and brunch menu to pair
- Orange Parties - At select beach clubs with Aperol Spritz promotions, complete with an orange paradise transformation and DJs on deck duties

### **About Aperol**

Aperol Spritz is the perfect Aperitivo, bright orange in colour, light on alcohol, but with a rich, complex taste derived from the infusion of a blend of high-quality herbs and roots. Aperol was created by the Barbieri brothers and launched in 1919 at the Padua International Fair, soon becoming one of the Italians' favourite aperitifs, now taking the world by storm. The original recipe has remained a secret to this day. Mix equal parts of Aperol, Prosecco, and a dash of soda, to make the perfect Aperol Spritz, the quintessential aperitivo and social signature drink that brings people together in their moments of fun and togetherness.

### **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. Our local (ID) priorities include Campari, Campari Negroni, Aperol, Bulldog Gin, Bisquit & Dubouché Cognac, The Glen Grant Scotch Whisky, Wild Turkey, SKYY Vodka, Espolon Tequila, Montelobos Mezcal, Cinzano, Appleton Estate, Koko Kanu, X-Rated Liqueur, 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.

For more updates and event information, please visit:

**INSTAGRAM ACCOUNT:** @aperolspritzid #aperolspritzid

**APEROL:** <https://www.aperol.com/>

**CAMPARI GROUP:** <https://www.camparigroup.com>

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