



## **APEROL SPRITZ AND NEGRONI:**

## **HOW THE ITALIAN APERITIFS ARE WINNING BRITISH HEARTS**

Pietro Mattioni, Campari UK Managing Director  
London, 22 November 2016

APERITIVO is an important moment in Italy!

“The aperitivo hour is where you want to interact with your friends in a good place, where you have beautiful people, sharing a beautiful moment.”\*

\*Iddu manager Andrea Bassi in FT, How to Spend it



# Italian Culture & Products are already BIG in the UK – especially when it comes to Food & Drinks

Italian is the Nr. 1 cuisines with > 5,000 restaurants

Italian food chains & beer brands successfully established aspirational, modern Image  
> ca. 0,25 Mio. Italians in the UK are spreading the Love – a lot of them working in gastronomy!



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BUILDING LIFESTYLE BRANDS AND PEOPLE WITH PASSION



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## Rise of Bitter Flavours & Lower ABV Cocktails / Aperitifs



*'More and more people are learning how to enjoy complex bitter flavors – and I don't think that will plateau any time soon,'*  
- The Future Laboratory



Increase of restaurants and food-led bars

**Change in Consumer frequency of visit between Feb 2014 and Feb 2015**

Consumers visiting weekly **fell** from 33% to 27%



Strong interest in Italian products & culture



# FOOD.. FOOD.. FOOD!



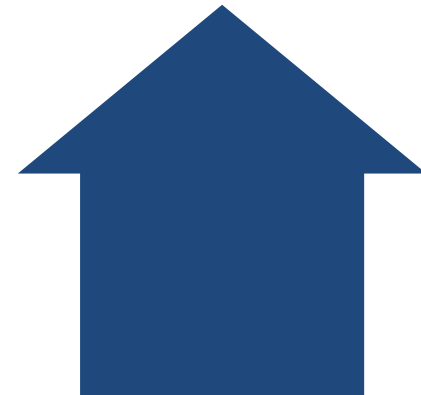
**DRINKING OUT  
WEEKLY**

**35% (-1%)**  
TOTAL GB

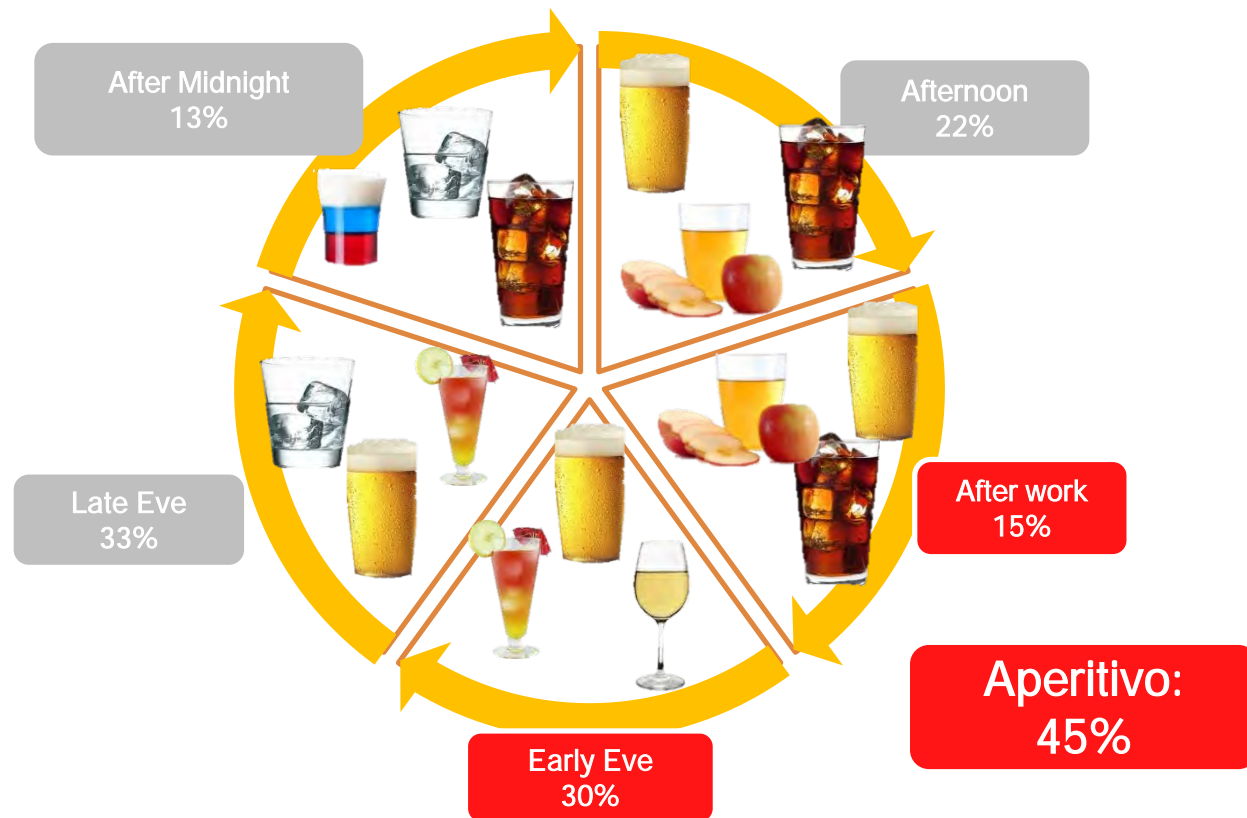


**EATING OUT  
WEEKLY**

**44% (+4%)**  
TOTAL GB



- 45% of all on-trade occasions happen in the early evening / after work
  - Leveraging a perfect pairing with food



# INNOVATION TREND: BITTER

## What is driving this trend:

- Global food influences
- Millennial's palate (much more open and looking for bitter, spices, deep flavors.)
- Rise of Craft/Organic Market

## DRIVERS

### GLOBALISED PALATES

International tourist arrivals reached 1.1bn in 2014, a 4.7% increase compared with the previous year.\*



### BLAND DOMINATION

It has been a long road back to consumer palate popularity for bitter.



"These are the primary flavour triggers the American food industry knows how to engineer and incorporate into branded processed foods. And it is very, very good at it."

### CONNOISSEUR REVOLUTION

A global obsession with coffee, wine and craft beers re-introduced consumers to the taste of bitter.



## TRENDS

### BITTER BREAKTHROUGH

There is an increasing appreciation for foreign cuisine and an intrigue for what the future holds in the world of bitter.



### BLAND BACKLASH

Consumers are turning away from 40 years of bland, mass-produced food and drink.



Kale and root vegetables are displacing potatoes as fast snack options, and matcha, green tea and vegetables.

### BITTER CHAMPIONS

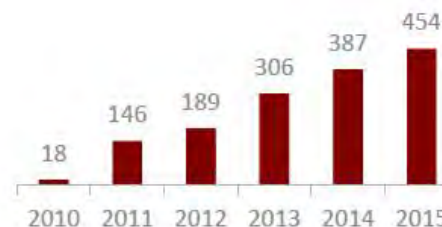
As the bitter revolution has grown in power, Italy – and Italian alcoholic drinks – have become central to the journey of rediscovery.



Come-back of Negroni and Manhattan cocktails



Number of product\* lunches with "bitter" on its pack:



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**NO NEGRONI WITHOUT CAMPARI**



# Conquering our UK consumers' hearths and throats it is not only about volumes ...

## ... it's education and a way of life!



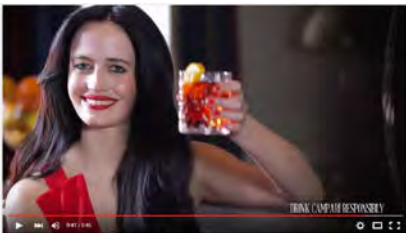
Loris Contro, Italian Spirits  
Ambassador

Available for dedicated trainings



➤ **Aperol Spritz (3-2-1 recipe):**

<https://www.youtube.com/watch?v=Z4sUB50iPko>



➤ **Negroni:**

<https://www.youtube.com/watch?v=-iQFzmcWVlQ>



@CampariUK  
@AperolSpritzUK



- **Key findings for Campari and Aperol**



## *Top 10 Suppliers in Branded Cocktails*

	<b>Brand</b>	<b>% of Outlets</b>	<b>% of Serves</b>	<b>Avg Serves</b>
<b>1.</b>	BBFB	<b>82%</b>	<b>18%</b>	<b>5</b>
<b>2.</b>	Diageo	<b>57%</b>	<b>15%</b>	<b>6</b>
<b>3.</b>	Campari UK	<b>79%</b>	<b>12%</b>	<b>3</b>
<b>4.</b>	Pernod Ricard	<b>54%</b>	<b>11%</b>	<b>5</b>
<b>5.</b>	Speciality Brands	<b>31%</b>	<b>5%</b>	<b>4</b>
<b>6.</b>	Moet Hennessy	<b>36%</b>	<b>5%</b>	<b>3</b>
<b>7.</b>	WGS	<b>36%</b>	<b>5%</b>	<b>3</b>
<b>8.</b>	Maxxium	<b>39%</b>	<b>4%</b>	<b>2</b>
<b>9.</b>	Cellar Trends	<b>39%</b>	<b>3%</b>	<b>2</b>
<b>10.</b>	Remy Cointreau	<b>31%</b>	<b>3%</b>	<b>2</b>

***3 most popular drinks in summer 2016 from high end customers***

***Gin &  
Tonic***

***Aperol  
Spritz***

***Negroni***



## Aperol is stocked in 2 in 3 of all Influential Liqueur & Speciality stockists

### *Brands with largest distribution in liqueurs & speciality stockists*

	Brand	Price (50ml)	Dist.	Dist. (entry)
1.	Aperol	£6.47	65%	68%
2.	Campari	£6.55	55%	71%
3.	Jägermeister	£7.32	55%	62%
4.	Amaretto Disaronno	£7.96	42%	29%
5.	Kamm & Sons	£8.23	41%	25%
6.	Green Chartreuse	£8.86	38%	43%
7.	Cointreau	£7.91	38%	30%
8.	St Germain Elderflower Liqueur	£7.78	35%	58%
9.	Chambord Raspberry	£7.99	29%	35%
10.	Pimms No.1	£6.42	28%	74%



# Campari is the most used brand in cocktails, maintaining its 2013 lead

## *Top 10 Brands used in Branded Cocktails*

	Brand
1.	Campari
2.	Angostura Bitters
3.	Luxado Maraschino Liqueur
4.	Aperol
5.	Tanqueray
6.	Ketel One
7.	Bombay Sapphire
8.	St Germain
9.	Barsol Quebranta Pisco
10.	Kamm & Sons



PLEASE ENJOY OUR BRANDS RESPONSIBLY



**THANK YOU FOR JOINING US!**

For more info: [www.campariuk.com](http://www.campariuk.com)

