

EXECUTIVE OFFICER III

CAMILLE CRAWFORD SERVES AS THE EXECUTIVE OFFICER OF THE APEROL BRAND AND HAS HELPED LAUNCHED OUR BRANDS MISSION INTO THE WORLD

"TO ELEVATE ANY EXPERIENCE WITH THE UNIQUE TASTE OF APEROL"



HISTORY & VALUES

TOGETHER SINCE 1919

APEROL WAS CREATED IN 1919 BY THE BARBIERI BROTHERS, LUIGI AND SILVIO, AS PART OF THEIR FATHER'S LIQUEUR COMPANY. THIS FAMOUS APERITIVO WAS THE RESULT OF SEVEN YEARS OF DEDICATED EXPERIMENTATION.

"THE SUN IS OUT. THE MUSIC IS ON. THE AIR IS LIGHT WITH LAUGHTER. IT'S APERITIVO TIME. THE MEASURES ARE POURED. THE STIRRER SWIRLS. THE ICE JANGLES. THE VIBRANT COLOR SETTLES. YOUR APEROL MOMENT IS READY."

APEROL SPIRTZ CRAZE

APEROL IS CELEBRATED WORLDWIDE FOR ENHANCING LIFE'S SPECIAL MOMENTS. IT IS CRAFTED FOR SPONTANEOUS, LIGHTHEARTED, MEANINGFUL, AND PRECIOUS CONNECTIONS BETWEEN FRIENDS. APEROL RAISES A GLASS TO 100 YEARS OF JOYFUL MOMENTS. HERE'S TO SHARING





WHERE WAS APEROL FOUNDED?

The birthplace of the Aperol brand is Venice, in the heart of Italy. With its vibrant streets and unique people, the unforgettable aperitivo has captivated the nation.

MOST POPULAR APEROL RECIPES

While the influential Aperol Spritz is widely recognized, the bittersweet liquor has been known to pair well with sweeter liquors, creating drinks such as the Paper Plane, Naked & Famous, and Blair Gaither.

WHAT ARE THE NOTES OF APEROL?

The Nose is lightly alcoholic, with zesty orange and complex herbal notes. The Body is intensely orange and pleasantly bittersweet. The Texture is Velvety and rounded. While the Finish has Lingering herbal and bittersweet notes

WHO IS THE TOP CONSUMER OF APEROL?

Italy is widely considered the top consumer of Aperol, which originated there. Aperol is particularly popular as an ingredient in the iconic cocktail. Italians are the biggest lovers of the iconic *Aperol Spritz*, a refreshing blend of Aperol, Prosecco, and soda water garnished with an orange slice.

WHAT ARE THE ETHICS OF THE COMPANY?

Aperol as a brand prioritizes the authentic history of aperitif, and its curation. We pride ourselves on the integrity and curosity the founding brothers upheld to create the taste of Aperol.

WHO DISTRIBUTES APEROL?

Aperol entered the "Campari Group" in 2003 as its main distributor, bringing Aperol to local liquer shops all over the globe.

APEROL BRANCHES AND OFFICES

Aperol has three central branches, where brand supervisors spread the joy of Aperol. Our main location in Venice, Italy, resides amoung some of the oldest distilleries. While Our other offices in London, and New York City, strive to break the norms of the Aperol Brand.

APERITIVO RITUAL

The idea of the "apertif" originated as something as captivating as an alocholic drink that stimulated the stomach before a meall, and has now grown into an italian ritual practiced all over the world. Aperol joins in this ritual by providing the rich and encapsulating flavors of our very own Aperitif.

WHAT IS TERRAZZA APEROL?

A place where hospitality, music, and Aperol come hand in hand, the Terrazza experience in Venice, Italy is the perfect place for basking in the rich history of an Italian city, and practicing the Aperitivo ritual.



CAMPAIGNOVERVIEW

Objectives

- To peak interest in the *Aperol Pompelmo* campaign, there will be a roll out of two instgram posts, one news release, and one corporate email sent out by April 22nd 2026
- To increase brand interaction and revenue by 80% by August 2026 through the on-going *pompelmo* campaign

Target Audience

- Males and Females ages 18-40 years old, who are part of the drinking culture.
- Targeting customers from the western globe such as the Americas and Asia

Key Messages

- Upgrade the taste of summer with the limited edition aperitif, *Aperol Pompelmo*
- From the iconic taste of Aperol, now indulge the freshing flavor of *Aperol Pompelmo*

S.W.O.T ANALYSIS

Strengths:

- Really strong recognition
- Aperol is a unique liqueur, (not a mixer) that stands out among other alcohol brands
- As the monopolizing aperitif brand, Aperol is a household name

Weaknesses:

- Aperol only has two products
- There are only a few distributors that sell Aperol
- Popularity is concentrated in Europe

Opportunities:

- Aperol immersive experience
- Use of scarcity in campaign, prompts, and high demand
- Aperol can collaborate with influencers or celebrities to create advertisements or social media content for brand platforms.

Threats:

- Any new competitors that threaten the aperol domination over aperitifs
- Negative reviews of the Aperol product could hinder revenue
- The high cost of events or advertising can threaten the production value

S.O.S.T.A.C MODEL

Situation:

We plan to introduce the Aperol Pompelmo campaign through a roll out of social media posts, a product lottery, and brand collaborations.

Objective:

To increase brand interaction and revenue by 80% by August 2026 through a limited edition aperol bottle campaign named; *Aperol Pompelmo*.

Strategy:

To increase brand interaction and revenue, Aperol will release a limited edition bottle that centers around replaced flavors of grapefruit instead of orange. The campaign for the limited edition bottle will be released in late-march of 2026, in an assortment of advertisements across all platforms that entice viewers to "stay tuned" for the new product. In April 2026, a lottery will commence where 5 will win the first few bottles, with an accompanying crystal aperol glass. In late-April 2026 a few bottles will be allocated to influencers and celebrities with a contract of content production, promoting the limited edition product. In late-May 2026 the bottles will be distributed to stores with limited stock, emphasizing that it will only be in-stores for the summer of 2026.

Tactics:

The first steps of the campaign will use social media and advertisement involvement for the release of promotional pieces. Following along, a news release will be distributed globally to news sources for the Aperol lottery. From that point on all tactics used will be generally social media related, creating contracts with influencers, and content surrounding the limited edition bottle

Action:

An organized content calendar will need to be implemented for each promotional piece to have a timely release on all platforms. As well as teams of employees on each of the separate initiatives for the campaign, such as the lottery, the bottle distribution, social media management.

Control:

The success of this campaign will derive from two factors, online interaction, and product revenue. To measure the interaction on aperol platforms such as instagram and tiktok, application analytics can be monitored on a post by post basis, to determine what types of content gained more attention and what did not. As for product revenue, by August 2026 teams will collect and analyze data from the distributors to conclude what areas ran through more of the product and the alternative.

Release Date:

April 06th, 2026



Contact
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APEROL POMPELMO LOTTERY

Enter to win a bottle of the limited edition Aperol Pompelmo and One-of-a-kind crystal Aperol glass.

[VENICE, ITALY, APRIL 6TH] - To commemorate the exclusivity of the new *Aperol Pompelmo*, Aperol will be rolling out a lottery, where five lucky winners will receive the first ever pompelmo bottles with an accompanying one-of-a-kind crystal spritz glass.

"Aperol has always been a groundbreaking collective, that prides itself on the constant evolution of taste. The new Aperol Pompelmo flavor represents just this, with a taste that is bound to shock the world" Said VP George Luca, at Campari Group. After months of experimenting Aperol's master distillers have created the all new taste of *Aperol Pompelmo*. A twist on the classic orange aperitif, our master distillers have perfected a blend of grapefruit Aperol that encapsulates the taste of summer.

To celebrate the limited edition flavor, Aperol would like to announce the Pompelmo lottery, where five lucky winners will not only get the first bottles of new product, but also a one-of-a-kind crystal spritz glass. Taking place this spring on April 22nd at 9AM CST, the official Aperol website will upload its first ever lottery for customers all over the world to enter with a chance to win. The lottery will close on May 13th at 3PM CST, giving the world 21 days to enjoy the countdown to release of pompelmo. The winners will be announced promptly on May 14th at 3PM CST during a special live stream event held at the Terrazza restaurant in Venice, Italy.

Since 1919, we at Aperol are a family representing a culture and spreading it to the world, one spritz at a time. Offering a perfect blend of flavors through a rigorous devotion to infusing herbs and roots, our unparalleled bitter-sweet flavor and distinctive orange glow, our secret recipe has elevated cocktail hour and stood the test of time throughout the years.

For additional informational visit us at www.aperol.com or follow us on Instagram @aperolspritzoffical



POMPELMO WIN A FREE BOTTLE

APEROL

& ONE OF A KIND CRYSTAL SPRITZ GLASS

Want a chance to win the limited edition flavor of Aperol? Visit the Aperol website and click on the icon *Pompelmo Lottery*, fill out your information and stay tuned for our winners!

Starting on May 13th at 9PM CST, the lottery can be accessed through our website, Instagram, or other Aperol platforms. The winners will be released on May 14th at 3pm CST during an exclusive live stream on Aperol's Instagram.

Be the first to taste the limited edition taste of grapefruit liquer and win a one-of-a-kind crystal spritz glass.



Only five winners. Contest begins online only Wednesday, April 22, 2026 from 9am CST to Wednesday, May 13th, 2026, 9pm CST. ONLY ONE ENTRY PER EMAIL. All winners will be announced Thursday, May 14th, 2026, 3pm CST on Instagram® Livestream. All winners will be contacted through email with request of home address. Sales tax, and shipping charges are excluded from winning packages For any questions or concerns, please contact Aperolcustomerservice@aperol.com



Time: 5 Minutes Introduction

Camille: Buonasera! And good afternoon listeners, My name is Camille Crawford and this is the Aperol: Aperitivo Hour, Joining me today is a special guest from the Aperol family, Mr. Alden Leonardi, the master distiller.

Alden: Buona listeners, I am so thankful to be on here today.

Camille: Join us as we practice the Italian ritual of Aperitivo, discover the hot new limited edition flavor of Aperol

Pompelmo

EPISODE TWO; Aperol Pompelmo, A Journey of Citrus

Camille: In this episode, we will get an insider look into the creation of aperols new limited edition bottle, and how someone like you can get your hands on it (PAUSE) Now Alden, why grapefruit? or should I say Pompelmo (LAUGHTER)

Alden: Well Camille, us master distillers are always on the look out for new captivating flavors to experiement with. Since Aperol gained its popularity, our creators thought what better way to compliment our italian flavors, than with the tarte notes of grapefruit. (PAUSE) I have actucally made a fresh paper plane for this episode, just for us to taste.

Camille: Oh my goodness, thank you Alden, I love its pink color, its similar but brighter than the class aperol liquer,

CIN CIN (PAUSE) oh wow thats so refreshing, I might have to pour another (LAUGHTER)

Alden: Yes, this recipe has similar notes to our classic Aperol flavor, but introduces the critus-y body to any mixed drink.

Camille: So how long with this pompelmo flavor be avalible Alden?

Alden: Well Camille, pompelmo is an exclusive taste of Aperol that will only be avalible for the months of April 2026 to August 2026, to ceelbrate the years of Spritz Summers.

Camille: As I understand it there is a lottery for this exclusive bottle, correct?

Alden: that is correct Camille, beginning on April 25th to May 25th, anyone can enter on the Aperol website to win one of the first five bottles of the new Aperol Pompelmo, as well as, a one-of-a-kind CRYSTAL spritz glass.

Camille: It sounds like itll be one heck of a summer with Aperol Pompelmo Alden.

Call to Action

Camille: so for a chance to win one of the first pompelmo bottles, go to the Aperol website and click on "Pompelmo Lottery" for a chance to win not only the new taste, but a truly extravagent crystal glass. Remember to show us how much you love Aperol, take to your social media and post your favorite way to #jointhejoy with Aperol!

Closing Statement

Camille: Of course, thank you so much for coming Mr. Leonardi

Alden: Thank you so much for having me on today Camille, I am so excited to share my teams creation with the world.

Camille: grazie ancora, famiglia Aperol! Thank you again Aperol family, for tuning into this episode of the Aperitivo Hour. Next time we will be discussing the best ways to enjoy your aperol with Eataly Chef, Louis Carter. Have a great rest of your day, and remember to join the joy!











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1500 likes

The beauty of a pink, bright, and unique aperitif. Painted by the talented eallyalison















1500 likes

Summer is here, and Aperol wants to make a SPLASH. Here for a limited time, pluck the new taste of Aperol; the Aperol Pompelmo. Visit our website for more details about how you can enjoy Pompelmo. #Aperolpompelmo #Pompelmosummer