

FOR IMMEDIATE RELEASE
Feb. 22 2014



Contact: Camille Crawford
Media Manager
(455)224-7819
AperolUS@Campari.com

Spread the Spritz with *The Aperol Spritz Ready to Serve*

[VENICE, Italy] Spread the spritz with Aperol's new *Aperol Spritz Ready to Serve*. Each bright orange bottle elevates the iconic Italian aperitivo into an effortless, pre-mixed, ready-to-serve cocktail that can be enjoyed anywhere, at any time.

Our new ready-to-serve product captures that same vibrant taste of Aperol in a new form. It embodies the essence of the allusive Italian ritual, now in an adaptable form that allows you to enjoy an aperitif at any time! The Aperol Spritz's new delightful form is displayed in a 20cl glass bottle, showcasing our unique orange hue. Perfected with only the highest-quality ingredients, serve your Aperol Spritz RTS in a balloon-shaped glass or directly from our bottle. Indulge in the Aperol Spritz RTS at your local liquor store, or buy it directly from the Aperol website.

"Each bottle captures the vibrant orange Italian aperitif and its unique recipe of citrus oil infused with precious herbs and roots, sparkling wine, and soda."

We at Aperol pride ourselves on upholding the authenticity and elegance of this decades-old tradition of the aperitivo. Influenced by Venetian culture and customs, this ritual is meant to bring out the most joyful moments in one's life and allow you to relax with friends and family. After this ritual took over the Bacari pubs of Venice, the practice launched our brand on the famous Aperol Spritz, spreading our spritz everywhere!

About Aperol:

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 @aperolspritzofficial

###