



## The Italian Mojito: for the perfect Campari Christmas

### The Campari Mojito

It may be winter outside but the forthcoming festive season brings an everlasting taste of summer as Campari create their own unique twist on a Cuban classic – The Campari Mojito

What could be more visually perfect for the festive season than Campari's iconic red complemented by glorious greens from the fresh mint and lime?

The sharp taste and vibrant red that is Campari combined with soft, subtle hints of green mint and lime, together with Demerara sugar bring the Italian Mojito to life in a delicious blend of bitter orange and minty sweetness.

For the ultimate Christmas spirit indulge in a Campari Mojito and let the celebrations flow.

How to make an Italian Mojito:

Glass: 12 oz Collins

Method: muddle, build & stir

50ml Campari

2–4 lime wedges

25ml Demerara sugar or sugar syrup

8–16 large mint leaves (adjust to taste)

Crushed ice

Soda water

### Method

Add the lime and sugar to a tall glass and muddle with a spoon. Add the mint leaves.

Fill the glass with crushed ice and pour in the Campari. Rapidly raise and lower the spoon to thoroughly mix the drink, and then top with soda.

Garnish with a sprig of fresh mint, rubbing the leaves before serving to release the bouquet.





To make your perfect Italian Mojito, pick-up one of Campari's limited edition Art Label Project bottles - with three distinctive labels to choose from, each designed by an acclaimed artist to celebrate Campari's 150<sup>th</sup> Anniversary this year, the bottles are the perfect Christmas gift.



Label designs by Tobias Rehberger, Vanessa Beecroft, avaf

**Notes to Editors:**

Campari Art Label Project limited edition bottles are available in 1 litre size from £17.50, at selected retail partners from 5 May:

Wine Rack (selected stores)

The Drink Shop [www.thedrinkshop.com](http://www.thedrinkshop.com)

Drinks Direct [www.drinksdirect.co.uk](http://www.drinksdirect.co.uk)



### **About Campari:**

Campari was created in 1860 by Gaspare Campari. The unique and unmistakable recipe has characterized Campari, the aperitif par excellence, for 150 years. The inimitable Campari recipe, used as the basis of many cocktails served worldwide, is the result of the talents of Gaspare, it is made from the infusion of herbs, aromatic plants and fruits in alcohol and water. These last two are the only known ingredients of its special and secret recipe. The resulting unique spirit is brilliant red in hue with a distinctive bittersweet taste. Remaining loyal to the original formula and keeping it strictly confidential, is one of the company's missions.

### **About Gruppo Campari**

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. [www.camparigroup.com](http://www.camparigroup.com)

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To learn more about the Campari brand visit the Brand's History section of the Gruppo Campari website: [http://www.camparigroup.com/en/press\\_media/image\\_gallery/campari\\_download.jsp](http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp)