



CAMPARI

RED

Diaries

EVERY COCKTAIL
TELLS A STORY

THE LEGEND OF RED HAND

PRESS KIT

30TH JANUARY 2018



STARRING
ZOE
SALDANA

CAMPARI.

DIRECTED BY
STEFANO
SOLLIMA

THE LEGEND OF RED HAND

GRUPPO CAMPARI PRESENTS

"THE LEGEND OF RED HAND" STARRING ZOE SALDANA WITH ADRIANO GIANNINI AND LEVI HEATON STORY BY J. WALTER THOMPSON MILAN PRODUCED BY THINK CATTLEYA
ORIGINAL MUSIC BY CLIFF MARTINEZ COSTUME DESIGNER DIAMANTE CAVALLI EDITED BY MATTHEW NEWMAN PRODUCTION DESIGNER ANDREA ROSSO DIRECTOR OF PHOTOGRAPHY DION BEEBE
SCREENPLAY BY STEFANO BISES

INTRODUCING THE LEGEND OF RED HAND



A 360° holistic campaign with a short movie at the heart, Campari Red Diaries brings to life Campari's ethos that "every cocktail tells a story".

Building on this ethos, the 2018 Campari Red Diaries campaign leads consumers in the pursuit of the perfect cocktail through the celebration of legendary bartenders around the world, starting in Milano, the birthplace of Campari.

Entitled 'The Legend of Red Hand', this year's film features globally renowned actress **Zoe Saldana**, Italian actor **Adriano Giannini** and is directed by the famous Italian director **Stefano Sollima**. Travelling from Milano to New York, Buenos Aires, Rio De Janeiro, Berlin and London the film also features cameos from six of the world's best bartenders.

The Campari Red Diaries short movie will be available to view digitally worldwide, hosted on Campari's global official YouTube page and social media pages.



THE LEGEND OF RED HAND

SYNOPSIS

The Legend of Red Hand is a mystery story that starts in Milano, Campari's founding city. The protagonist of this story is Mia Parc, a famous photographer intrigued by the figure of Red Hand.

WHO IS RED HAND?

Red hand is the craftsman of the best Campari cocktails. People say that if you try a Negroni made by Red Hand you realise you have never tasted a Negroni in your life.

No one has ever seen his face: the only thing that Red Hand shows to the public are his hands, rigorously covered by **red gloves**. On her journey, **Mia** meets **Davide**, who brings with him a deeper intrigue leading into the mystery that awaits.

Mia is determined to find out who is behind those gloves and in order to do so she will chase Red Hand everywhere, in the pursuit of the perfect Campari cocktail around the world.



CAMPARI RED DIARIES WORLD PREMIERE

*The Legend of Red Hand: Zoe Saldana stars
in short movie directed by Stefano Sollima*

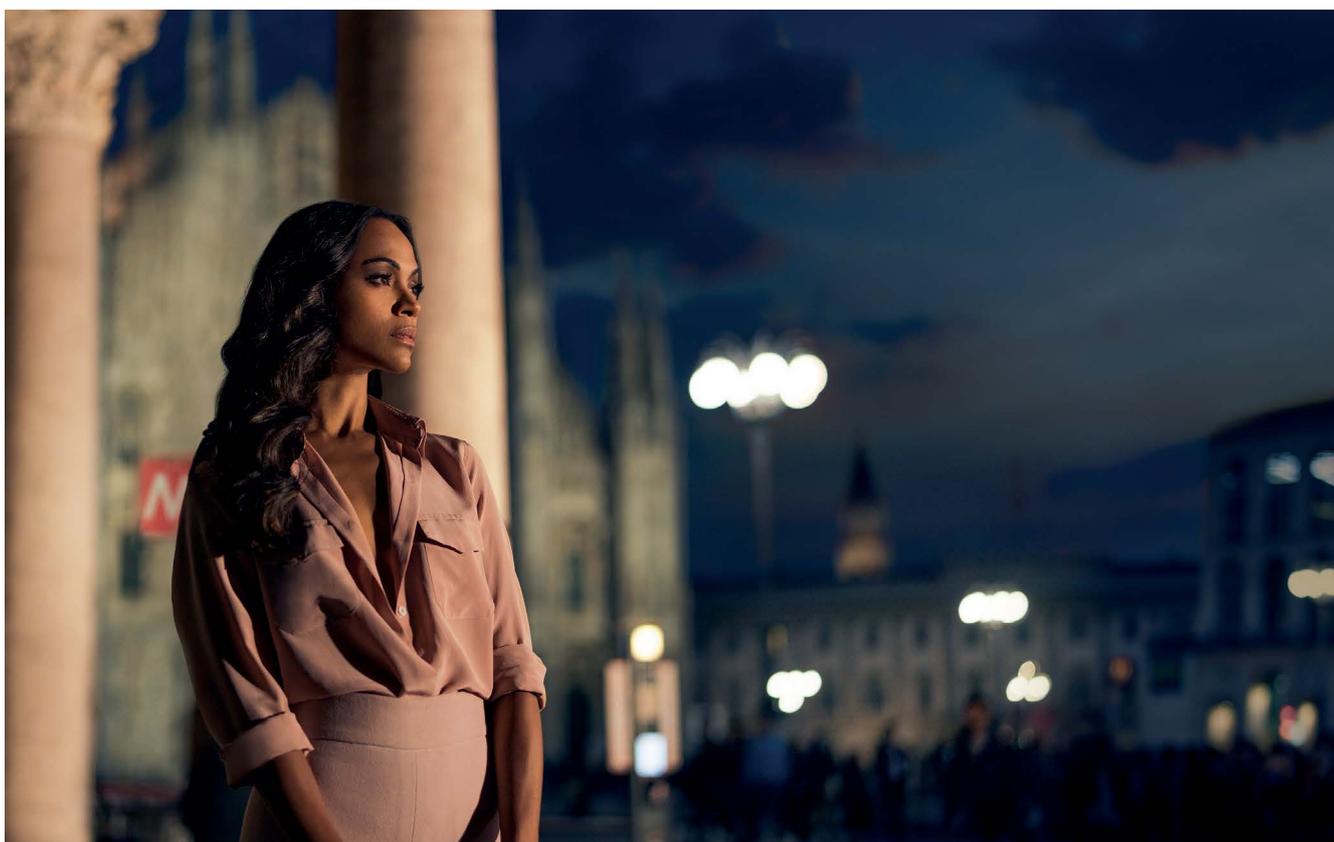
Today, Campari, the iconic Italian aperitif, launches the 2018 Campari Red Diaries short movie – **The Legend of Red Hand** – in Milano, the birthplace of Campari. Evolving Campari’s ethos that ‘every cocktail tells a story’, this year’s film is a celebration of bartenders talent and most importantly, Red Hand, masters of the world’s best cocktails.

The short movie, starring globally-renowned actress **Zoe Saldana**, Italian actor **Adriano Giannini** and directed by Italian director **Stefano Sollima**, is a thrilling mystery story that takes viewers around the world in the pursuit of the perfect Campari cocktail.

Opening in dusk under the iconic Duomo Cathedral in Milano, Campari’s founding city, we meet **Mia Parc**, the charismatic photographer, whose name is the perfect anagram of Campari, played by Zoe Saldana. Director, Stefano Sollima skillfully brings his expertise in the thriller genre to create a tense and enthralling atmosphere that follows Mia in her quest, uncovering a secret mission to discover the mysterious figure of Red Hand, the craftsman of the best Campari cocktails ever.

Mia’s sheer dedication in the search of the perfect cocktail leads her to uncover Red Hands across the world who have the passion and ability to create the best cocktails, with Campari at their heart. In true celebration of bartenders talent from around the world, Mia journeys from Milano to New York, Buenos Aires, Rio De Janeiro, Berlin and London, featuring six of the world’s best bartenders, who have created their own ‘Red Hand’ Campari cocktails encouraging Campari lovers around the world to search for and enjoy the perfect cocktail.

On her leading role, **Zoe Saldana comments:**
“Playing Mia Parc in The Legend of Red Hand was a fantastic experience, allowing me to delve into a world steeped in mystery and intrigue through my character and her mission for perfection. Being part of a campaign that not only has a great legacy, but for a brand with such rich iconic heritage is always such a pleasure, particularly with a partner such as Campari who recognise that behind a great cocktail, there is a great bartender and without the participation of amazing hands, the ingredients wouldn’t quite live up to their fullest potential.”



On making the short movie, **Stefano Sollima says:** "Being Italian, and someone who enjoys telling shorter stories in this genre, it has been an honour directing the Legend of Red Hand. Working with globally recognisable and gifted actors to tell such an intriguing and mysterious story to represent a brand as iconic as Campari has made the whole experience very memorable. In the film, I've explored the very essence of the secret of Campari: the secret ingredient that enables you to achieve such a splendid result. Yet that component is just a tiny part, and what makes the difference is how much you put in. Similarly, Red Hand is the secret, the hidden element that makes all the difference."

On playing Davide, **Adriano Giannini comments:** "I am thrilled that viewers will finally be able to see the creative brilliance of Stefano Sollima and his homage to Campari's Italian heritage. I have thoroughly enjoyed bringing the captivating storyline life in my role as Davide, named after the founder of Campari, alongside the talented Zoe Saldana."

Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari: "We are extremely proud to be unveiling this year's Campari Red Diaries short movie, and bringing the premiere back to Milano, the place where it all began and the birthplace of Campari."

"Now in its second year, the Campari Red Diaries campaign has taken a new turn in its creativity to demonstrate Campari's ambition for the perfect cocktail, and celebrating the talent of bartenders who share the same desire."

"With names like Zoe Saldana, Stefano Sollima and Adriano Giannini, all having integral roles in telling our story, we are excited to bring you on our journey to discover the Legend of Red Hand and we hope that this story we will inspire people around the world to go on their own personal quests in the hunt for cocktail perfection to find their own Red Hand."

The Legend of Red Hand is available globally on Campari's official YouTube channel (www.youtube.com/enjoycampari) and social media channels and is being celebrated with a red carpet premiere in Milano.

J. Walter Thompson Milano created the Campari Red Diaries concept, including the original story of The Legend of Red Hand, of which the screenplay was written by Stefano Bises. Campari Red Diaries, including The Legend of Red Hand, was produced by Think Cattleya.



CREDITS

CAMPARI RED DIARIES

Creative Agency: J. Walter Thompson Milan

Production House: Think Cattleya

THE LEGEND OF RED HAND
– SHORT MOVIE

Director: Stefano Sollima

Screenplay: Stefano Bises

Mia Parc: Zoe Saldana

Davide: Adriano Giannini

Actors: Levi Heaton, Marcus Griffiths, Daniele Favilli,
Tommaso Basili, Alessandro Mario, Susanna Giaroli

Director of Photography: Dion Beebe

Original Music: Cliff Martinez

Editor: Matthew Newman

Production Designer: Andrea Rosso

Costume Designer: Diamante Cavalli

Celebrity Hair Stylist: Mara Roszak

Celebrity Make-Up Artist: Annamaria Negrì

BARTENDERS REVEAL
– VIDEOS

Director: Nicola Sorcinelli

Bartenders: Marina Pipi Yalour, Marcio Silva, Marie Rausch,
Mattia Pastori, Rich Woods, Leo Robitschek

Director of Photography: Francesco Di Pierro

Music: Emanuele Bossi

Editor: Nicola Sorcinelli

Production Designer: Andrea Rosso

Costume Designer: Diamante Cavalli

CAMPARI RED DIARIES BOOK

Photographer: Matteo Simone Bottin

Production & Postproduction Photos: FM Photographers

Behind the Scenes: Francesco Pizzo

FASHION PARTNERS

Fendi: Red Boots

Casadei: Casadei Blade Pump

Vhernier: Plissé bracelet in satin rose gold



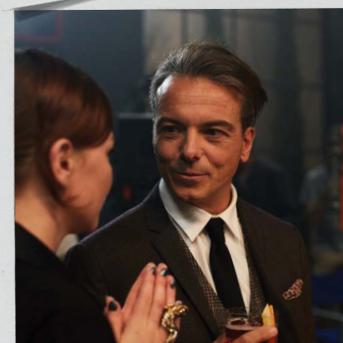
Marcus Griffiths



Levi Heaton



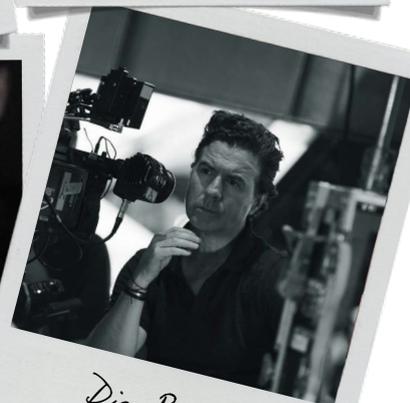
Tommaso Basili



Daniele Favilli



Andrea Rosso



Dion Beebe



Alessandro Mario



Diamante Cavalli



STEFANO SOLLIMA

BIOGRAPHY

Sollima's success began in 2008 with *Romanzo Criminale – The Series*; sold in more than 50 countries around the world, the series gained enormous success from both critics and audiences, the rights have now been sold for a remake in the USA.

In 2012, Sollima made his debut on the big screen with the film *ACAB - All Cops Are Bastards*, drawn from the book by Carlo Bonini.

In 2012, he started to direct the series *Gomorra*, from the novel by Roberto Saviano, which was sold in over 130 countries. The first season was broadcast in the USA at the Sundance festival and has been ranked among the best series of all time.

The second season continues with success, being compared to *The Wire*, *Sopranos* and *House of Cards*. Distributed in more than 150 countries, *Gomorra* is among the best TV series of 2016 according to the *New York Times*.

In 2015 he directed his second feature film, *Suburra*, based on the book by Giancarlo De Cataldo and Carlo Bonini.

In 2017, Stefano he made his Hollywood debut as director of *Soldado*, a sequel to the *Sicario* movie, written by Taylor Sheridan, an Oscar candidate for *Hell or High Water*, with Benicio del Toro and Josh Brolin.

Currently, Sollima is writing the new *ZeroZeroZero* series, drawn from Roberto Saviano's novel, working with a team of international screenwriters, such as Mauricio Katz, Max Hunwitz, Leonardo Fasoli. The shooting is scheduled for the beginning of 2018.



ZOE SALDANA

BIOGRAPHY

Zoe Saldana is the epitome of a true Hollywood star, and has built her reputation as a versatile and respected actress by choosing roles that she feels passionately about. Born and raised in New York, when not on location, she resides in Los Angeles with her husband and twin boys.

As an actress, Saldana is best known in her starring role as 'Neytiri' in the record breaking film, "Avatar," James Cameron's sci-fi thriller, co-starring Sigourney Weaver and Sam Worthington. "Avatar" quickly became the highest grossing film of all time, winning the 2010 Golden Globe for Best Director and Best Picture. "Avatar" went on to receive a total of nine 2010 Academy Awards nominations, including Best Picture. Saldana recently started production on the film's highly anticipated sequels "Avatar 2, 3 and 4" the first of which is slated for a 2019 release.

Other key film credits to date include "Infinitely Polar Bear," "Blood Ties," "Out of the Furnace," "The Words," "Colombiana," "Takers" and "Death at A Funeral" as well as her breakout role in the film "Center Stage." Her television credits include appearances on the television reboot of "Rosemary's Baby," the WB's "Keeping It Real," and NBC's, "Law & Order."

In May 2017, Saldana was once again seen opposite Chris Pratt, Vin Diesel and Bradley Cooper in Marvel's "Guardians of The Galaxy 2," where she again, starred as the franchise's lethal alien assassin, 'Gamora'. The movie was a blockbuster success grossing over 380 million domestically.

Saldana just wrapped "Avengers: Infinity Wars," where she will reprise her role as the fan-favourite 'Gamora,' which is due to be released in 2018.



ADRIANO GIANNINI

BIOGRAPHY

Born in 1971 in Rome, the son of actor Giancarlo Giannini and director Livia Giampalmo, Adriano Giannini is considered one of Italy's great contemporary Italian actors. He already has a twenty-year career behind him and has worked with Italian and international directors as such Sordani, Sorrentino, Whit Stillman, Steven Soderbergh and Jean-Jacques Annaud among others.

Giannini made his big-screen debut in 2001, co-starring in Maurizio Sciarra's "Off to the Revolution by a 2CV" and the following year he was cast by director Guy Ritchie in "Swept Away" with Madonna, in the remake of the Wertmüller film of the same name, playing the same role his father had played previously.

Endowed with great stage presence, charm and charisma, throughout the 2000s Giannini continued to play roles of great success working with world class directors. In 2009, he wrote and directed his first short film, "Il Gioco", which won The Nastro d'Argento, as well as two similar accolades for dubbing.

In the following years Giannini has been cast in leading roles by many directors, more recently in Sordani's latest work, "Il colore nascosto delle cose" that he co-stars in with Valeria Golino and which was shown at the 2017 Venice Film Festival.

This collaboration marks Giannini's first brand partnership to date.



This year's film is a celebration of bartenders' talent around the world and most importantly, the Red Hands, masters of the world's best cocktails.



HERE ARE THE SIX BARTENDERS FROM
THE LEGEND OF RED HAND AND THEIR BEST CAMPARI COCKTAIL.

LEO ROBITSCHKEK

USA



Leo, Bar Director of The NoMad Bar, in NYC, has a passion for creating unforgettable experiences for his guests. All of his cocktails have a strong root in the classics whilst using modern day flavours and technique to create new, seasonal cocktails.

“My cocktail is for those who like Negronis. It’s designed to be a bit more 2018 - something that gives a little bit of a twist with some smoke, a little less traditional, with all the flavours that people around the world are drinking right now.”

JITNEY NEGRONI

INGREDIENTS:

- 2.25 cl Campari
- 2.25 cl Sombra Mezcal
- 1.5 cl Cinzano Extra Dry Vermouth infused with coffee
- 1.5 cl Cinzano Bianco Vermouth,
- 2 dashes of Absinthe

For the Coffee-infused

vermouth: Macerate 150g of coarsely ground coffee in 750ml of Vermouth for 10 minutes. Strain and refrigerate.

PREPARATION:

Combine all ingredients in a mixing glass, add ice, stir and strain into a rocks glass with a large ice cube. Garnish with a grapefruit twist.



MARCIO SILVA

BRAZIL



Marcio, Co-owner and Bartender at Guilhotina Bar in São Paulo, describes his biggest passion as touching people’s hearts through serving people incredible drinks. With hospitality and service first attracting him to the bartending world, he feels he can express himself in a way that is truly his own, through his cocktails.

“The perfect cocktail needs to be well balanced, which is hard to do. The idea is to get to know all of your senses, it must look, smell and taste good, the way it feels on your palate must feel great and the aftertaste must be even better.”

LAMPONE SBAGLIATO

INGREDIENTS:

- 3 cl Campari
- 3 cl Cinzano 1757 Vermouth Rosso
- 10ml Crème de Framboise,
- 7 Raspberries
- 5 cl dry Prosecco,
- A dash of orange bitter

PREPARATION:

Muddle the raspberries in a cocktail shaker and then add the Campari, the Cinzano 1757, the Crème de Framboise and the dash of orange bitter, shake it well with ice cubes and fine strain in a pre-chilled coupe glass with one ice sphere. Add dry Prosecco over the cocktail and stir with a bar spoon. Zest with an orange peel.



MARIE RAUSCH

GERMANY



Marie, owner of Rotkehlchen – Wohnraum mit Küche und Bar, describes herself as a “liquid chef”, because most of the ingredients she uses at her bar are homemade. Loving how drinks can mirror your own personality and style, she gives guests exceptional experiences through finding and using unusual ingredients.

“The inspiration behind my cocktail is Milano, because Milano is the hometown of Campari. Campari is the heart of the city, which is why I made a ball of Campari inside the drink, it is red, and at the heart and everything surrounds this.”

RED DOT

INGREDIENTS:

- 1 Campari jelly sphere
- 5 cl rice and saffron infused
Cinzano extra dry
- 10 cl tonic water
- 1 fig leaf

For the Campari jelly sphere:

Lightly heat the Campari and add the gelatin. Pour the liquid in a spheric shaped form and let it cool down.

PREPARATION:

Use the fig leaf to perfume a long drink (or tumbler) glass. Add a lot of ice and pour the infused Cinzano and tonic water into the glass. Place the Campari sphere carefully on top.



PIPI YALOUR

ARGENTINA



Pipi, Bartender at Apartamento, located in Córdoba, describes herself as a curious and persistent person, who constantly tries to learn and also foster other people’s curiosities. One of the founders of popular drinks blog, Chicasbarra, Pipi is also a lover of reading both bartending books and novels.

“My cocktail is a take on a Campari Tonic. I really love travelling so I decided to take inspiration from the last trips I made in Mexico and Columbia, so I chose ingredients that I liked from these countries and put them in a cocktail.”

TONICA ITALIANA

INGREDIENTS:

- 4.5 cl Campari
- 1 cl cold brewed coffee
- Tonic water
- Hibiscus tincture

PREPARATION:

Pour the tonic water in a Collins-style glass filled with ice, add the Campari, the cold brewed coffee and finish with a couple dashes of hibiscus tincture. Garnish with a dried hibiscus blossom.



MATTIA PASTORI

ITALY



Mattia, Bar Director of the Camparino in Galleria, in Milano, describes himself as a classic bartender with a twist of modern hospitality. His passion comes from his parents who had a small bar where he began understanding the importance of hospitality.

“To me, the perfect cocktail is a good combination of bitter, sweet, sour, spice and body. Campari is the perfect ingredient to meet these criteria; once shared you have the perfect Aperitivo at your fingertips.”

SPY AMERICANO

INGREDIENTS:

4 cl Campari
4 cl Cinzano 1757 Vermouth Rosso
2 cl fresh pink grapefruit
1 dose of CO₂

PREPARATION:

Pour the Campari, Vermouth and fresh grapefruit juice into a mixing glass three-quarters full of ice cubes.

Mix for seven to eight seconds until properly mixed and chilled.

Using a strainer, filter into a twist and sparkle syphon and carbonate using a CO₂ cylinder. Wait for approximately ten seconds, filter into the glass and add a large ice cube. Mark the ice with the stamp and decorate with pink grapefruit zest.



RICH WOODS

UK



Rich, Head of Spirit & Cocktail Development at Duck & Waffle in London, names creativity as one of his main passions. His signature style and cutting-edge cocktails see him at the forefront of cocktail development, taking inspiration from everywhere around him.

“Looking at the idea of the Aperitivo and the antipasti, I have used the richness and savoury flavour of the olive oil with the Campari, but then added the cocoa butter to the gin to add the texture, sweetness and smoothness associated with digestifs and desserts. The idea is that the combination brings together pre-dinner and post-dinner in one glass.”

SILK AND STONE NEGRONI

INGREDIENTS:

2.5 cl Olive oil washed Campari
2.5 cl Cacao Butter Gin
2.5 cl Cinzano 1757
Vermouth Rosso

PREPARATION:

Add all the ingredients to a large mixing glass. Fill with cubed ice and stir until chilled. Gently strain over a large ice block in a chilled glass. Garnish with a small zest of grapefruit (roughly the size of a coin), zested around the glass and on top of the drink, then discard.



THE CAMPARI COLLECTIVE

A first of its kind for both Campari, and Director of The Legend of Red Hand, Stefano Sollima, The Campari Collective saw the coming together of four global influencers to be part of the film production team.

PAULA KOHAN

Paula Kohan is a well-known Argentinian fashion consultant, singer and actress.

Working with Diamante Cavalli, Chief Stylist on The Legend of Red Hand, Paula worked closely on the styling of the Argentinian bartender Pipi Yalour and provided clothing from her brand Cid Kohan.



@paulakohan



Paula Kohan with Argentinian bartender Pipi Yalour and stylist Diamante Cavalli



Paula Kohan with Stefano Sollima

SHINI PARK

Park and Cube is a lifestyle blog written by fashionista Shini Park. Shini released her first book, 25 DIY Stylish Fashion Projects in 2014 and is also a Creative Director and photographer.

In collaboration with Diamante Cavalli, Chief Stylist on The Legend of Red Hand, Shini contributed to the styling of the extras in the London themed set, as well as overseeing the overall styling of the London bartender, Rich Woods.



Shini Park with Stefano Sollima



@parkncube



Shini Park with UK bartender Rich Woods and stylist Diamante Cavalli

VANESSA ROZAN

Vanessa is a well-known Brazilian make-up artist, teacher and online influencer.

As part of the production team, Vanessa worked with Art Director Andrea Rosso, as the Brazilian consultant to assist in the styling of the Brazilian themed set.



PAOLO STELLA

Male fashion and lifestyle influencer from Italy, Paolo Stella has been the Milanese location consultant for the Legend of Red Hand.

On set, Paolo made sure that Milano came to life during filming, and helped to curate the style of the main bar. His work with Campari on The Legend of Red Hand does not just end during the filming process, and he will continue to be a consultant for upcoming projects in 2018.



INTERNATIONAL PRESS CONTACTS

ABOUT CAMPARI

Campari is a contemporary and charismatic classic.

The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world, Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

ABOUT NEGRONI

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano cocktail but decided it was time for a change.

He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honour Count Camillo Negroni's request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count's 'usual' became known as Count Negroni's Americano, or the "Americano with a touch of gin", but whatever it was referred to as back then, the Negroni was born. The Negroni is now one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the iconic Negroni. The original recipe, the perfectly balanced combination of equal parts of Campari, Red Vermouth and London Dry gin, is almost a century old and continues to be enjoyed today. The International Bartenders Association (IBA) lists Campari as an official ingredient of the Negroni, and thus, there is no Negroni without Campari!

For more information visit www.campari.com.

ABOUT GRUPPO CAMPARI

Gruppo Campari 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.

Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey 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. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milano, Italy, Campari owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001.

For more information:
www.camparigroup.com/en



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