



3 PARTS + 2 PARTS + 1 PART
PROSECCO + **APEROL** + **SODA**

REASONS TO BELIEVE

The Aperol Spritz continues to grow in popularity – in 2022 it ranked #1 on Google's list of most-searched cocktails. Drinks International also named the Aperol Spritz the #6 best selling classic cocktail globally. There is significant opportunity to delight consumers with the refreshing and iconic cocktail.

Aperol consumers are also highly valuable:



Aperol drinkers are more likely to enjoy Spirits during the food occasion

(77% of total Aperol drinkers, +11pp vs. Total Spirits)



Aperol drinkers have a higher household income AND monthly spend than the average consumer

(\$103k HHI vs. \$82k average)



Aperol drinkers dine out more frequently than the average consumer

(83% dine out weekly, vs. 50% average)

THE PERFECT SERVE SPRITZ

1. Begin with a signature Aperol glass filled with ice. Pour the Prosecco over the ice first to preserve the freshness of the bubbles.
2. Add Aperol to the Prosecco to achieve the iconic orange colour and to ensure the drink is properly mixed.
3. Add a splash of soda to boost the bubbles and give the drink a perfect balance.
4. Garnish with an orange slice for a touch of sweetness and an extra pop of colour.



APEROL[®] SPRITZ

PROFITABILITY



FOR MORE INFORMATION,
PLEASE CONTACT YOUR LOCAL
CAMPARI CANADA REPRESENTATIVE.

INGREDIENT COST

Aperol 1919 750 mL
Cost to
Customer:

Cost per oz:

Cost per pour:

Prosecco 750 mL
Cost to
Customer:

Cost per oz:

Cost per pour:

TOTAL COST TO CUSTOMER:

Garnish and
soda approx. cost
per pour:

CUSTOMER PROFITABILITY

Menu Price:

Profit:

MARGIN:

Feature Price:

Profit:

MARGIN:

