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**MUST MIX
COCKTAILS**
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DISPLAY UNTIL APRIL 26TH, 2016

Kate Hudson

★ BITTER OR SWEET? YOU DECIDE ★

*HOW TO
**ROCK
N' RYE**

GRAPEFRUIT
FLAVORED
BEER!

TRENDING NOW
**WINE &
WHISKEY**

- TAKE A STAND - BITTER VS SWEET

By Mike Gerrard

**IN 2016
IT WILL BE
TIME TO
CHOOSE**
between two
opposing flavors:
Bitter and Sweet.
Think of them
as your latest
presidential
candidates, with
names bearing
no relation to
living politicians.
Especially Sweet.

Actress Kate Hudson portrays both sides for the 2016 Campari Calendar. Now in its 17th year, Campari prints just 9,999 copies of its calendar for VIP friends. For the first time Campari has asked its calendar's star to double up and take two roles, and also asked consumers to vote which side of her personality they prefer by creating a website (bittersweetcampaign.com) and two hashtags (#goBitter and #goSweet).

It's a tough choice as Hudson looks stunning either way, wearing outfits created by a range of designers including Versace, Halston, Brian Atwood, Christian Louboutin, and Vivienne Westwood. While the outfits are all stylishly different, and Hudson's mood changes from shot to shot, there's one common element: red, the color of Campari.

The famous apéritif was created in 1860 by Gaspere Campari in Novara, not far from fashion capital Milan in northwest Italy. The son of a farmer, Campari was a mixologist long before the word was invented. He made his own drinks, including an apéritif, and eventually perfected the recipe which uses over 60 natural ingredients. These include fruit, peel, aromatic plants, and bitter herbs, all infused together with alcohol and water.

Although the recipe has remained unchanged since 1860, the Campari brand is constantly evolving as the Gruppo Campari's CEO Bob Kunze-Concewitz explained at the launch of the 2016 calendar.

"The brand is a true icon continuously renewing itself," he said. "It has grown from a local Italian bitter spirit to a world-renowned contemporary global brand. I think this year's calendar theme inspired by the iconography and mechanism of an election really captures this essence. It is about showing that there are always two sides to every story, person or product, as is the case for Campari. Kate Hudson perfectly personified the two flavors and added the right amount of theatre and seductiveness to allow Michelangelo's creative genius to shine and give the calendar the right balance of modern and classic."

"It was crucial that each image could stand alone yet also work as part of a collection," says renowned Italian fashion photographer Michelangelo Di Battista, who has previously photographed such superstars as Julia Roberts, Gwyneth Paltrow, Natalie Portman, and Beyoncé.

Kate Hudson was chosen for the calendar because of the versatility she's shown in her performances. These range from Cassandra July in *Glee* and Helen Harris in *Raising Helen* to the role of Penny Lane in *Almost Famous*, which won her a Golden Globe and an Oscar nomination for Best Supporting Actress.

Hudson's new experience as a calendar girl, though, was a mix of acting and modelling: "For me, this project meant much more than producing a calendar; it was a creative process telling a great story. It was a fabulous campaign that challenged me to bring out two different sides of myself to ensure that the pictures told the story in a creative and beautiful way - and that is exactly what we've achieved."

The award-winning Hudson knows which side of the bitter/sweet divide she's on, when it comes to drinks at least: "Personally I lean towards the sweeter side of things, however my taste buds definitely love bitter!"



Cast Your Vote and Mix Up Kate's Favorite Cocktail

THE BOULEVARDIER

INGREDIENTS

2 oz. Campari
2 oz. Red Vermouth
3 oz. Bourbon Whiskey

PREPARATION

Pour all ingredients into a mixing glass. Add ice, stir, and strain into a chilled cocktail glass. Garnish with an orange twist.

Photos courtesy of Campari

