



## Select Aperitivo Announces First Ever Global Spritz Week to Celebrate the Opening of Ca' Select, the new home of Select Aperitivo in Venice

*Inaugural Select Spritz Week runs 26th May - 4th June in the UK*

It's one of the world's most popular cocktails, and now the vibrant spritz is getting its own dedicated week of celebrations, thanks to Select Aperitivo, the key ingredient in the original Venetian Spritz.

The first edition of Select Spritz Week will debut in Venice from 25 to the 28<sup>th</sup> of May before launching in the UK on 26th May to 4th June. The wider world will follow - including New York, Paris, and Sydney. In the UK, spritz celebrations will take place across London, Birmingham, Edinburgh, Manchester, and Margate.

Chosen for their work in raising awareness for the preservation of oceans through art, Venice-based charity [Ocean Space](#) will be the official charity partner of Select Spritz Week throughout each of its global activities.

The launch of Select Spritz Week coincides with the grand opening of Ca'Select, the anticipated new home of Select Aperitivo in Venice, which was born in the heart of the city in 1920.

An exclusive experiential location, Ca'Select was renovated from an ex-industrial building with a project that saw some of the most important Venetian artisans and artists come together to create this celebration of contemporary Venetian heritage and design and an immersive experience that will allow visitors and all aperitivo lovers to learn about the brand and experience it first hand.

Marco Ferrari, CEO of Gruppo Montenegro, says: "Select Spritz Week is born with the objective of celebrating Venice and the tie between Select Aperitivo and its city of origin around the world. For this reason, we have decided not only to partner up with Ocean Space, which, through the universal language of art, protects Venice and its lagoon, but also to make the start of the Spritz Week coincide with the opening of Ca' Select: an experiential space dedicated to the city that will be presented during an international preview, where it will be possible to get to know more closely the incredible story and characteristics of Select, true ambassador of Made In Italy and of Venice around the world".

### Highlights from Select Spritz Week UK include:

#### London

- [Sophie's Soho](#) - Sophie's turns into the dream destination for spritz lovers in central London, with a 10 day long Select Aperitivo takeover. From the launch party on 26th May (with a prosecco saber!) to masterclasses, DJs nights, special menus and drinks, Sophie's turns into a Venetian destination in the heart of the city until 4th June. And even



better - the first 100 people visiting Sophie's on launch day will receive a free Venetian Spritz!

- **Summer by the River** - The popular destination at London Bridge City (next to the old City Hall) launches on 28th May. Venice comes to London as Select Aperitivo takes over the bar at Summer by the River, London's Thames-side attraction with food, drinks and entertainment. There's also a chance to win a trip to Venice!

## Outside of London

- **Margate - Dreamland Spritz Bar** - Enjoy a Venetian Spritz at Margate's popular seafront location [Dreamland](#), starting 27th May.
- **Birmingham** - Select Spritz Week heads to two Birmingham locations this summer, with terrace takeovers at [The Church](#) from 27th May and members club Eighteen Birmingham, from 28th May.
- **Edinburgh** - Head to [Gleneagles Townhouse](#) terrace takeover from 29th May
- **Manchester** - Venetian culture meets Manchester's huge, soon to open entertainment venue, this summer. Sip a Venetian Spritz on the Select Terrace at [DieCast](#).

For more information on Select Spritz Week and the opening of Ca' Select, please visit [selectaperitivo.com](http://selectaperitivo.com) and follow on social media [@selectaperitivo](#). #SelectAperitivo #OriginalVenetianSpritz #SelectSpritzWeek

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## About Select Aperitivo

Select Aperitivo is the classic Venetian aperitivo created in 1920 in the Castello district at Pilla Distilleries, in Venice, Italy. A precise selection of 30 botanicals undergoes a complex process to achieve the well-balanced bittersweet taste of Select Aperitivo. With its sophisticated aromatic profile, Select Aperitivo is the essential ingredient for making the Original Venetian Spritz. For more information, please visit [www.selectaperitivo.com](http://www.selectaperitivo.com) and follow on social media [@selectaperitivo](#)

## About Gruppo Montenegro

Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information about the company, please visit <http://www.gruppomontenegro.com/>.