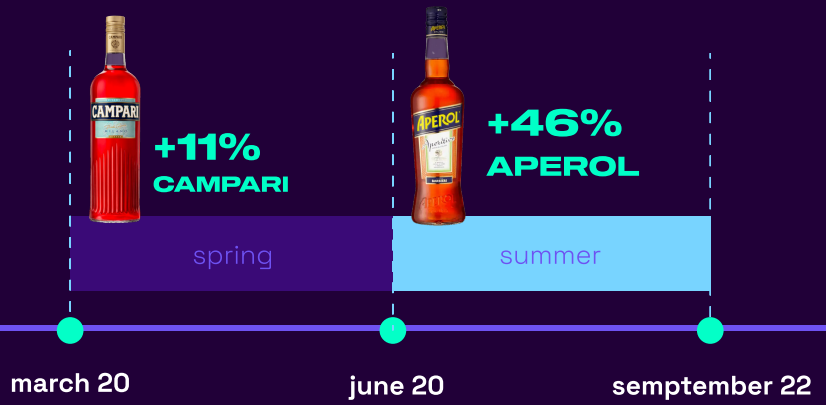




# When and How Do People Enjoy APERITIVO?

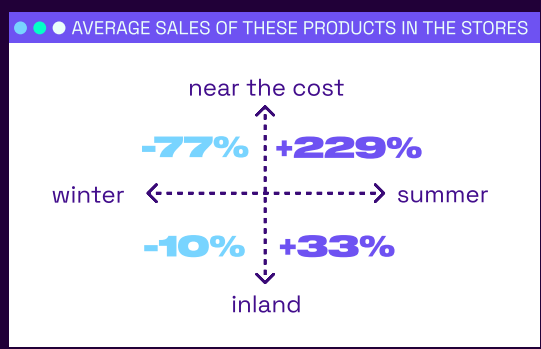
WHAT'S THE TIME OF YEAR WHEN APERITIFS ARE MOST POPULAR?



AND WHAT HAPPENS WHEN BOTH APEROL AND CAMPARI ARE ON PROMOTION AT THE SAME TIME?

IT'S SUNSET SEASON BY THE SEA

And aperitivo drink sales are influenced by a variety of factors. For example, if we consider seasonality and the proximity of stores to the coast, we can see clear patterns in purchasing behavior.



**-9% APEROL SALES DROP**  
(compared to when it's discounted on its own)

## Timing matters as well.

BETWEEN 11 A.M.-12 P.M. AND 6 P.M.-7 P.M.

Aperol and Campari sales rise by **44%** and **43%**, respectively.



It's not just about preferences it's about how they intertwine with other factors like promotions and habits! For instance:

**WHEN ORANGES ARE ON PROMOTION,** Aperol sales increase by **38%**.



**IF PROSECCO IS DISCOUNTED** Aperol sales jump by **87%**.

## THANKS TO AI

we can analyze these trends in real time and quickly adapt to sudden changes, ensuring the perfect aperitivo (and more) for any occasion!

