



FOR IMMEDIATE RELEASE

**SKYY® VODKA UNVEILS TWO BOLD NEW FLAVORS TO JOIN ITS
STRONG-PERFORMING INFUSIONS LINE:
TEXAS GRAPEFRUIT AND PACIFIC BLUEBERRY**

*As Single-Fruit Flavor Vodkas Return to the Top of the Sales Charts,
SKYY Infusions® Outpaces the Overall Category*

SAN FRANCISCO (JANUARY 8, 2015) — [SKYY® Vodka](#), the number-one premium vodka brand founded and made in the USA, has expanded its innovative, award-winning line of infused vodkas with two new flavors: SKYY Infusions® Texas Grapefruit and SKYY Infusions Pacific Blueberry. Made with natural ingredients, these new infusions blend juicy grapefruit and ripe blueberry with SKYY's premium distilled vodka, creating two vibrant spirits that are perfect for any cocktail occasion.

SKYY's progressive spirit means selecting only the finest natural ingredients to capture the essence of each fruit flavor. Pairing its proprietary, innovative infusions process with one of the juiciest grapefruit varieties, **SKYY Infusions Texas Grapefruit** has captured the true taste of fruit ripened on the tree until the peak of perfection. The Lone Star State is one of the top producers of grapefruit in the US, known for growing grapefruit that are superior in taste with sweet, red interior. When grown in an environment of hot summer nights, Grapefruit reaches its finest quality, making Texas the perfect place to grow this flavorful citrus. SKYY Infusions Texas Grapefruit delivers a bold flavor that is ideal for the ingredient-driven cocktail trend.

In recent years, US consumption of fresh blueberries has been on the rise. According to statistics published by the United States Department of Agriculture, per capita consumption of fresh blueberries grew 411 percent from 2000 to 2012. Tapping into the current trend towards natural, infused products, **SKYY Infusions Pacific Blueberry** has bottled the essence of fresh blueberries and offers smooth vodka bursting with intense, fruit-forward, ripe blueberry aroma and taste. This premium blueberry offering from SKYY captures notes of fresh-picked, flavor-packed berries from prime growing areas of the great Northwest where damp climate and acidic soil make it the perfect setting to grow robust blueberry bushes.

"When you exclude confectionary flavors, which are in free fall and down -17.6%, flavored vodka is incredibly buoyant and growing at 9.6% (Nielsen). The category has shifted away from confectionary and gimmicky flavored vodkas back toward vodkas with a more sophisticated taste profile," said Jason Daniel, Category Marketing Director, Vodka, Campari America. "By actually infusing vodka with Texas Grapefruit and Pacific Blueberry, SKYY is able to capture the true essence of these fresh fruit flavors, which in turn elevates the entire cocktail experience. No other flavored vodka delivers this authentic taste like award-winning SKYY Infusions, which is why the line has continued to outperform the flavored vodka category every year since its launch in 2008."

Both Texas Grapefruit and Pacific Blueberry will be delivered in SKYY's new modernized packaging. To give the iconic blue bottle even more impact with consumers, SKYY Infusions bottles feature a new label inspired by the fine detailing of garnishes found in upscale cocktail bars. As opposed to caricatures of the fruit, the enhanced laser-crisp fruit images on the new package represent life-like garnishes, which better convey that SKYY Infusions are "more natural" and "more authentic" according to consumer research. The bottle also includes a new, premium brushed silver cap, along with metallic color-coded cap rings that help designate each flavor when on the back bar.

SKYY Infusions Texas Grapefruit and Pacific Blueberry join the brand's existing line of premium flavors, which includes Citrus, Georgia Peach, Vanilla Bean, Moscato Grape, Wild Strawberry, Pineapple, Blood Orange, Coconut, Dragon Fruit, Cherry, Passion Fruit and Raspberry. Since the introduction of SKYY Vodka in California in 1992, the brand has always been an innovator. With the development of SKYY Infusions, first released in 2008, SKYY Vodka charted a new course for flavored vodkas by creating products that cater to the current consumer trend toward natural, infused products that elevate the taste experience. SKYY Infusions have quickly become a centerpiece of classic and contemporary cocktailing.

SKYY Infusions Texas Grapefruit and Pacific Blueberry, both 70 proof (35% ABV), will be available in 50ml (\$1.99), 750mL (\$18.49), 1L (\$26.49) and 1.75L (\$32.99). The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda, with 7UP® or in other delicious, sophisticated cocktails. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](https://twitter.com/SKYYVodka)

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About SKYY Vodka

SKYY Vodka was invented in San Francisco in 1992 and is steeped with the innovative and progressive spirit of California. Conceived by an inventor looking to create the world's smoothest vodka, SKYY revolutionized vodka quality with its proprietary quadruple-distillation and triple-filtration process to deliver a fresh, clean spirit. Like many things that originate in San Francisco, SKYY grew from a tiny startup into what it is today—the leading domestic premium vodka in the US. To learn more, visit SKYY.com

About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

Campari America is headquartered in San Francisco, California. More information on the company can be found at www.campariamerica.com, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

ABOUT [GRUPPO CAMPARI](#)

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include [Aperol](#), [Appleton Estate](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information:

<http://www.camparigroup.com>

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