



CAMPARI AMERICA PORTFOLIO SCORES BIG AT COMPETITIONS

Portfolio Shines Golden with SKYY Infusions®, Cynar®, Averna®, Espolòn® Tequila, Forty Creek® Canadian Whisky, Coruba® Rum, and Cinzano® 1757

SAN FRANCISCO (April 20, 2015) – Campari America, a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), has scored big in 2015 with judges and critics alike garnering high marks at the San Francisco World Spirits Competition, the Ultimate Spirits Challenge and with Whisky Magazine. In particular, some of the latest additions to the Campari America portfolio caught judges’ attention with **World’s Best Canadian Whisky** going to Forty Creek®; **93 points** going to Cinzano® 1757 Vermouth; a **Double Gold** for Cynar®; and **Gold Medals** for SKYY Infusions®, Espolòn® Tequila, Forty Creek®, Coruba® Rum and Averna®.

“It’s an honor to see our products – especially some of our newest brands like Forty Creek, Averna and Coruba – received so well by the country’s most respected spirits competitions,” said Jean-Jacques Dubau, Managing Director North America, Gruppo Campari. “A decade ago our US business was focused squarely on SKYY Vodka. Now, Campari America has grown and evolved into a diverse company offering unique spirits from around the world in almost every major category. Campari America continues to experience success at all levels, and we appreciate the recognition from our industry’s most reputable experts.”

Score Sheet at a Glance

San Francisco World Spirits Competition

- 14 Medals Total
- Six Gold Medals – SKYY Infusions Texas Grapefruit, Forty Creek Copper Pot Canadian Whisky, Forty Creek Confederation Oak Reserve Canadian Whisky, Espolon Anejo Tequila, Averna, Coruba Dark Rum
- Double Gold Medal for Cynar, honored as the Best Herbal/Botanical Liqueur

Ultimate Spirits Challenge 2015

- All Five 2015 Entries Awarded
- 4 Awards Over 90 points/Highly Recommended – Cynar, Coruba Dark Rum, Espolon Anejo, Cinzano 1757
- 2 Finalists – Espolòn Añejo Tequila and Cinzano 1757 Vermouth
- 1 “Great Value” for Cinzano 1757 Vermouth

Whisky Magazine

- World’s Best Canadian Whisky – Forty Creek Confederation Oak Reserve Canadian Whisky

The San Francisco World Spirits Competition is the first comprehensive, international spirits judging event ever held in the United States on an annual basis. This year was the largest in the competition's 15-year history with 1,580 entries. The judging panel is comprised of more than 40 spirits experts from restaurants and hotels, well-known spirits journalists, spirits buyers for large purveyors and spirits consultants.

Now in its sixth year, the Ultimate Spirits Challenge—led by spirits expert F. Paul Pacult—is judged by an esteemed collection of bartenders, buyers and journalists who evaluate entries on a 100-point scale.

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, Espolòn® 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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