



FOR IMMEDIATE RELEASE

**SKYY® HACKS THE MODERN COCKTAIL, LAUNCHES SKYY BARCRAFT™ -
A NEW LINE OF FLAVORED VODKAS INSPIRED BY TODAY'S FAVORITE DRINKS**

SKYY Transforms the Process of Making Cocktails into Two Simple Steps – SKYY Barcraft plus Soda

SAN FRANCISCO (APRIL 7, 2015) – [SKYY® Vodka](#), the California-born brand known for its innovative spirit, is again revealing its inventive nature with the launch of SKYY Barcraft™, a line of elevated cocktail-inspired vodkas that come in three distinctive, easy-to-enjoy flavors: Watermelon Fresca, Margarita Lime and White Sangria.

These 60-proof flavored vodkas deliver a quick, flavorful and authentic drink experience that takes the guesswork out of crafting flavorful and sophisticated cocktails at home. SKYY has hacked the cocktail process – just add one part SKYY Barcraft to two parts club soda over ice to replicate the experience you would find in a premium bar or restaurant. This is a truly progressive innovation from the brand committed to fresh thinking.

“We have seen cocktail culture evolve in the past few years with a big focus on craft cocktails,” says Otis Florence, SKYY Vodka’s International mixologist. “This has naturally led to consumers wanting craft cocktails at home, but without the multiple steps and hard-to-find ingredients. That’s where SKYY steps in, hacking a full-flavored cocktail experience using only two ingredients –SKYY Barcraft and club soda. Barcraft is a testament to SKYY’s commitment to quality and a pioneering approach to answering a consumer need.”

“SKYY Barcraft is the next step in flavored vodka. Consumers want to bring craft cocktails and the elevated bar experience into their homes,” says Umberto Luchini, VP Marketing at Campari America. “But, they are also seeking convenience and simplicity. We’re answering this need for more interesting flavor profiles and filling a white space in the premium vodka category with SKYY Barcraft.”

Without needing additional bar equipment or the skills of a seasoned bartender, SKYY Barcraft is providing the at-home cocktail enthusiast the ability to enjoy mixology in their home. SKYY Barcraft Margarita Lime delivers the tangy-sweet taste of a true margarita without having to slice a single lime. White Sangria captures the favorite libation of Spain without wine or a trip to the fruit stand. And, Watermelon Fresca allows you to experience the fresh, cool taste of watermelon all year long.

As part of the launch of SKYY Barcraft, SKYY is partnering with DIY lifestyle experts, including Brit Morin, of Brit + Co, an online community that provides tools to teach, inspire and enable creativity. Brit is known for her inventive and simple DIY life hacks that add creativity and straightforward solutions to everyday life. Her keen eye for design and simplified approach to easy entertaining complements SKYY Barcraft’s premium drink experience that takes the guesswork out of crafting flavorful and sophisticated cocktails at home.

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. 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. 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.

SKYY Barcraft Margarita Lime, Watermelon Fresca and White Sangria, all 60 proof (30% ABV), will be available in 50ml (MSRP \$1.99; available for Watermelon Fresca and Margarita Lime only), 750mL (\$18.49), and 1L (\$26.49). The entire SKYY Barcraft collection can be enjoyed with soda for an inspired cocktail in seconds. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: @SKYYVodka. #skybybarcraft

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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, Sky 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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