



NEW CAMPAIGN FROM CABO WABO® TEQUILA TAKES “A THICKER CUT OF LIFE”

Cabo Teams with Winningest Man in Barbecue to Take Summer Grilling Season to the Next Level

SAN FRANCISCO (June 16, 2015) – [Cabo Wabo](#)® Tequila is taking a bigger, bolder approach to life with a new marketing campaign – “A Thicker Cut of Life” – emphasizing Cabo’s agave-forward taste and no-frills attitude that cuts no corners and makes no apologies. The new campaign kicks off this summer with a partnership featuring Myron Mixon – the winningest man in barbecue, his son Michael Mixon, and other grill masters around the country who, through the campaign, will be helping backyard cooks grill like barbecue champs.

Cabo’s founder, Sammy Hagar, was devoted to creating a tequila that would embody his beliefs of living free, working hard and playing harder. To arrive at its raw, agave-forward taste, Cabo purposefully takes a thicker cut of the distillate during production resulting in a bold, distinctive tequila. “A Thicker Cut of Life” campaign is inspired from the “Thick Cut” production process that gives Cabo its in-your-face, pronounced agave taste profile. Similar to Cabo, barbecue food doesn’t hold back on flavor, resulting in an unapologetically bold combination elevating backyard barbecues across the US.

“Born in the agave fields of Mexico and praised in the bars, man caves and backyard barbecues of America, Cabo is bold and so are our fans,” said Umberto Luchini, Vice President of Marketing for Campari America. “Our new campaign and partnerships were inspired by our loyal and passionate fans, combining the same can-do spirit with no-nonsense attitude we use when making every bottle of Cabo.”

A Thicker Cut of Grilling Season

This summer, Cabo is promoting the “Thick Cut” lifestyle with “Thick Cut Legends,” a partnership with barbecue heavy-hitters to kick off grilling season and ignite grilling fans’ passion for that thicker cut of life. The partnership includes a social and digital media campaign, local events in select markets, and on- and off-premise promotions.

Leading the team are Myron Mixon—a three-time world barbecue champion—and his son Michael Mixon, the youngest professionally-ranked barbecue pitmaster in the world. Wielding tongs and taming flames, the two will star in YouTube grilling lessons that will empower the home grill master.

“Barbecue is the ultimate everyman food; grilling meat outdoors while throwing back a cold drink is one of the most American things you can do,” said Myron Mixon. “No matter where you’re from, barbecue is down home food meant for sharing with friends and making memories. Cabo is the same, enjoyed by those who tell it like it is and are never afraid to push the limits.”

Myron Mixon leads the Jack’s Old South Competition Bar-B-Que Team, stars in three different shows for Destination America and authored a *New York Times* bestselling cookbook. Michael Mixon began his

barbecue career at an early age alongside his father on the competitive circuit and today is making a big name for himself.

Joining the father/son duo in “Thick Cut Legends” are three other prominent barbecue masters:

- Ray Lampe a.k.a Dr. BBQ, Saint Petersburg, Florida: Barbecue Hall of Famer; barbecue competitor and judge; cookbook author.
- Jason Day, Kansas City, Missouri: Founder of BBQAddicts.com; pitmaster of the “Burnt Finger BBQ” competition barbecue team; cookbook author and creator of the Bacon Explosion.
- Daniel Wright, Cincinnati, Ohio: Chef and restaurant owner.

Available in three expressions, Cabo Wabo Tequila Blanco (\$39.99), Cabo Wabo Tequila Reposado (\$44.99) and Cabo Wabo Tequila Añejo (\$49.99) are 80 proof (40% alc./vol.). For more information find Cabo Wabo Tequila on Facebook at [Facebook.com/CaboWabo](https://www.facebook.com/CaboWabo) and Twitter at [@CaboWaboTequila](https://twitter.com/CaboWaboTequila).

Editor Note: images and recipes available upon request.

About Cabo Wabo Tequila

Cabo Wabo Tequila is a tequila for those who live a Thicker Cut Life. Cabo Wabo comes in three expressions, including Blanco, Reposado, and Añejo. Made from 100 percent Weber Blue Agave, Cabo Wabo is made from a thicker cut of the distillate, which delivers a more unfiltered, raw, agave forward taste. It also offers a coffee-flavored tequila called Cabo Diablo. Cabo Wabo is acknowledged as one of the finest tequilas in the world.

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.

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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