



WILD TURKEY® PARTNERS WITH USBG FOR REPEAT PERFORMANCE OF HIGHLY-SUCCESSFUL “BEHIND THE BARREL” BARTENDER EXPERIENCE

Educational Program Led by Legendary Distillers Jimmy and Eddie Russell to Focus on Time-Honored Bourbon-Making Methods

LAWRENCEBURG, KY (June 9, 2015) – Today, Wild Turkey announced it is bringing back the successful bartender engagement program “Behind the Barrel,” to a new pool of Bourbon enthusiasts from around the country. In partnership with the United States Bartenders Guild, Behind the Barrel offers a peek behind the curtains into Wild Turkey’s time-honored, bourbon-making methods. To help hone their craft, bartenders learn the art of whiskey-making from Bourbon Hall of Famers® and the only father and son Master Distilling duo in the industry – Jimmy and Eddie Russell. From the grain selection to barrel placement in the aging warehouses, Behind the Barrel lifts the veil on the A to Z of Wild Turkey’s production and distilling process.

One would be hard-pressed to find a pair of distillers working today that are more suited to this task. Together, Jimmy Russell and son Eddie Russell represent an astounding 95 years of distilling experience. For decades, they have acted as guardians of America’s native spirit, never wavering in their commitment to using traditional methods and never compromising their integrity by taking shortcuts or doing things the easy way. This reverence for tradition makes them uniquely qualified to teach bartenders every step of the Bourbon-making process – from grain to bottle.

Behind the Barrel is also a celebration of that stubborn spirit. To be chosen for this up-close-and-personal experience, bartenders must demonstrate that, like Jimmy and Eddie Russell, they too have an uncompromising spirit – behind the bar and in life. Where others take shortcuts, they are committed to doing things their own way, the right way.

The participants will spend a weekend dividing their time between educational activities in Lawrenceburg and enjoying the best food, drink and activities Kentucky has to offer. While a strong Bourbon foundation is a critical component of the program, Behind the Barrel definitely leaves room for fun – from skeet shooting and a special sugar barrel tasting with Eddie Russell to camping out under the stars on the distillery grounds.

Behind the Barrel is open to USBG and non-USBG members. Applications for the 30 available spots will be taken from 6/1/2015 – 8/15/2015. To apply, visit wildturkeybourbon.com.

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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, 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.