

X PEACH BLUSH

X-RATED
Fusion Liqueur

FOR IMMEDIATE RELEASE

NEW X-RATED® FUSION LIQUEUR® PEACH BLUSH™ GIVES POWER TO THE PEACHES

Third Product in Popular X-Rated Fusion Liqueur Portfolio Bursting with Real, Fresh Fruit

SAN FRANCISCO (June 30, 2015) – X-Rated® Fusion Liqueur®, a sophisticated spirit known for its unique flavors and exotic hues, introduces X-Rated® Fusion Liqueur® Peach Blush™. The third in the X-Rated Fusion Liqueur portfolio, Peach Blush is a luscious fusion of ultra-premium vodka and sun-ripened peaches mingling with citrus and honey that is reminiscent of a warm summer day.

Peach Blush follows in the footsteps of the other two X-Rated Fusion Liqueurs – Original (mango, blood orange and passion fruit) and TROPIX (pineapple and coconut) – offering a vibrant, fruit-driven taste far beyond any flavored vodka. The sumptuous liquid, made with real fruit, evokes biting into a ripe, juicy peach freshly-selected from a farmer’s market.

“Right now, peach flavors are hotter than a Georgia summer, not just in spirits but in other foods and beauty products, too,” said Umberto Luchini, Vice President of Marketing, Campari America. “X-Rated Fusion Liqueur Peach Blush is a fashionable and colorful liqueur that should not only be a summertime staple, but an ingredient to reach for year-round.”

Perfect for enjoying while out on the town or entertaining at home, Peach Blush delivers a nectar-like taste that can be sipped day and night. This versatile liquid blends seamlessly with club soda or champagne for a bubbly cocktail. Shake it with vodka to craft an elegant martini or relish the delicious liquid by itself on the rocks.



Signature Cocktails

Madras

- 2 oz. X-RATED PEACH BLUSH
- 2 oz. Cranberry Juice
- 2 oz. Orange Juice
- Squeeze of Lime

Shake together with ice in a shaker. Strain into a rocks glass over fresh ice.

Peach Fizz

- 1 oz. X-RATED PEACH BLUSH
- 1 oz. SKYY Infusions® Texas Grapefruit
- ½ oz. Lime Juice
- ¼ oz. Simple Syrup
- 2 oz. Soda Water

Shake all ingredients except soda, strain into rocks glass with ice. Pour club soda on top and stir.

Peach Blush is 34 proof and will be available June 2015 in 750mL (\$24.99) and 1L (\$35.99).

For more information, visit [Facebook.com/XRatedFusion](https://www.facebook.com/XRatedFusion) or Twitter: [@XRATEDFUSION](https://twitter.com/XRATEDFUSION)

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](https://www.aperol.com), [Appleton Estate](https://www.appletonestate.com), [Campari](https://www.campari.com), [Cinzano](https://www.cinzano.com), [SKYY](https://www.skyy.com) and [Wild Turkey](https://www.wildturkey.com). 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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