



EMBARGOED UNTIL 29 SEPTEMBER 2015 14:00 GMT

KATE HUDSON CAPTIVATES AS LEADING LADY FOR CAMPARI® CALENDAR 2016

*Campari Elects Photographer Michelangelo di Battista to Capture
"The BitterSweet Campaign" in 17th Edition of Globally Renowned Project*

MILAN (September 29, 2015) – Today, [Campari®](#), Italy's iconic bittersweet red aperitif, reveals award-winning Hollywood actress and entrepreneur **Kate Hudson** as the star of the coveted 2016 Campari Calendar, as captured by photographer Michelangelo di Battista. Hudson follows in the footsteps of previous Campari Calendar muses including Salma Hayek, Eva Mendes, Penelope Cruz, Uma Thurman and Eva Green.

The 2016 Calendar, entitled "**The BitterSweet Campaign**," will show Hudson taking the stage as two opposing political candidates – Bitter and Sweet – in a play on the energy and excitement surrounding the ritual of political elections and the quintessential flavor profile of Campari. Campari's unique, bittersweet taste is the epitome of duality, and this year's Calendar will ask the public to take a stand and vote for a side – either **#goBitter** or **#goSweet**.

Hudson launched onto the Hollywood stage in 2000 when she captured the hearts of movie lovers and critics as Penny Lane in *Almost Famous*, a role that snagged her a Golden Globe and Academy Award nomination. Also beloved for her roles in films like *How to Lose a Guy in 10 Days*, *Bride Wars*, and *Nine*, her upcoming projects include Barry Levinson's *Rock the Kasbah* (opposite Bill Murray, Bruce Willis and Zooey Deschanel), *Deepwater Horizon* with Mark Wahlberg, and Gary Marshall's all-star *Mother's Day*.

On starring in the 2016 Campari Calendar, **Ms. Hudson** commented, "*I was honored to be invited to shoot the 2016 Campari Calendar. This year's theme plays off the upcoming election, which is the perfect metaphor for the many flavor routes possible with Campari. I loved working with Michelangelo to create two distinctive characters embodying bitter and sweet.*"

Internationally-acclaimed fashion photographer **Michelangelo Di Battista** will bring the congenial duality of Campari to life in his photographs of Hudson re-enacting the most iconic moments in any election. Through his images, Kate Hudson will personify the two souls of Campari: the captivating bitterness versus a softer, intriguing sweetness. The 20-year fashion photography veteran most recently led a major solo exhibition at the Camera Work Gallery in Berlin, where he showcased portraits of iconic women in collaboration with artist Tina Berning.

Mr. Di Battista said, "*Campari is a worldwide brand that has always had a very strong sense of aesthetic and well-defined style, which is exactly what I pride myself on. Each image had to stand alone, as well as work as a collection. The theme has so many strands and I really wanted to make sure that each strand came through in my work. Working with Kate was fantastic, her enthusiasm and her ability to switch between the two personalities allowed me to create images that I hope are fresh, inspiring and imaginative. I think our strong desire to deliver perfection, or as close to it as possible, was the perfect partnership.*"

Bob Kunze-Concewitz, Chief Executive Officer of Gruppo Campari also noted, "*This year's Campari Calendar, The BitterSweet Campaign, inspired by the iconography and mechanism of an election, is all about showing that there are always two sides to every story, person or product, as is the case for Campari. Celebrating and personifying the flavor complexity of Campari and building on the bittersweet trend makes this year's*



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calendar unique. Each month represents the different profiles Campari embodies, alongside Kate Hudson's incredible talent and ability to switch from approachable, welcoming and sensual to audacious and seductive. Michelangelo's beautiful photography and strong styling brings to life all of the different elements with ease and elegance. With all this in mind, we're very much looking forward to unveiling it later in the year."

For more information go to:

www.campari.com

<http://www.facebook.com/campari>

www.camparigroup.com

#CampariCalendar - #goBitter - #goSweet

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ABOUT THE CAMPARI CALENDAR

The Campari Calendar is one of the world's most recognisable artistic calendars. Distributed as an international limited edition of only 9,999 copies it is a collectible luxury for the happy few that receive it, and is a tribute to the world-class talent and photographers that make it come to life every year.

ABOUT CAMPARI

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

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



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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 Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 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/>. Please enjoy our brands responsibly.