

# RUSSELL'S RESERVE®

A BOND MADE IN BOURBON

## NEW PACKAGING FROM RUSSELL'S RESERVE® PUTS 95-YEAR FAMILY LEGACY IN THE SPOTLIGHT

*Small Batch Line of Bourbon and Rye Debuts New Look*



**LAWRENCEBURG, KY (September 9, 2015)** – Today, Russell's Reserve® unveils new packaging for its line of small batch Bourbons and Ryes. While the award-winning liquid remains the same, the new packaging embodies the family heritage and craftsmanship behind the Russell's Reserve brand. Born from the minds and hearts of legendary father and son distilling duo Jimmy and Eddie Russell, Russell's Reserve marks a standard in small batch whiskey.

In order to visually convey the unique attributes of the liquid, Jimmy and Eddie's story is brought front and center, branded with signatures of approval from both Master Distillers. The Russell's name is also brought forth with a more pronounced presence - honoring a timeless family legacy that will exist for generations to come. According to Andrew Floor, Vice President of Dark Spirits for Campari America, "We wanted the new packaging to speak to our inherent craftsmanship while conveying the family heritage and bond between our two Master Distillers Jimmy and Eddie Russell."

Under the Russell's Reserve brand, Jimmy and Eddie Russell have released perennial favorites, such as *Russell's Reserve 10 Year Old Bourbon*, *Russell's Reserve Single Barrel Bourbon*, *Russell's Reserve 6 Year Old Rye*, and debuting later this month, *Russell's Reserve Single Barrel Rye*. Each of these expressions has new packaging that reflects the following changes:

- **Logo:** The new American White Oak tree emblem with the brand name "Russell's Reserve" through the middle is proudly shown on the neck label of each bottle. The new logo is meant to bond the strong Russell family foundation into each bottle of whiskey.
- **Cartouche:** Has been changed from "Jimmy Russell" to "Russell's Family Reserve" to represent the endless Russell family tradition.
- **Label:** The new label features a rustic aesthetic that's synonymous with Russell's Reserve craftsmanship, and is purposely made to look more prominent on the bottle to accentuate the combined years of experience that go into the brand and spirit inside the bottle. The footer label brings Jimmy and Eddie's story to the forefront with the true meaning of their family story.

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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](http://www.campariamerica.com), [www.facebook.com/campariamerica](http://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.