



FOR IMMEDIATE RELEASE

**PROGRESSIVE THINKING PAYS OFF FOR SKYY® VODKA,
THE INNOVATOR'S VODKA**

*SKYY Vodka Earns 15th Straight Impact Blue Chip Brand Award,
Multiple Industry Awards and Medals for SKYY Infusions®*

SAN FRANCISCO (October 20, 2015) – [SKYY® Vodka](#), the American-made vodka steeped with the innovative and progressive spirit of California – where it was founded – is seeing continued success with its forward-thinking approach to today's spirits market. SKYY Vodka was recently named a Blue Chip Brand* by *Shanken's Impact Newsletter* for an impressive 15th consecutive year, while SKYY Infusions® earns high marks among critics, garnering numerous medals at recent competitions.

“SKYY Vodka started as a San Francisco-based company in 1992, conceived by an inventor looking to create the world's smoothest vodka. Today, SKYY is the best-selling domestic premium vodka in the US and one of the top vodkas worldwide,” said Umberto Luchini, Vice President of Marketing for Campari America. “SKYY Vodka revolutionized the industry with the first quadruple distilled and triple filtered production process, coupled with the category's first ‘style’ packaging – the iconic cobalt blue bottle. Those intrinsic brand traits continue pushing the brand to new heights nearly 25 years after it was first created in California.”

According to US Nielsen data, SKYY Vodka grew more than +4% by volume and more than +2.6% by value (last 52 weeks through August) vs. 2014, outpacing the category.

SKYY Vodka is building spirited connections with bartenders to help fuel growth even more. These relationships are being fostered during important industry events such as Portland Cocktail Week and Camp Runamok. This summer, SKYY Vodka was one of several Campari America brands to sponsor a cabin at Camp Runamok, an educational cocktail experience described as “summer camp for bartenders.” The SKYY Vodka cabin leader exhibited the brand's innovative tenets by creating and selling tank tops to raise almost \$2,000 for the not-for-profit camp where Camp Runamok is based.

“The cocktail boom has evolved, and bartenders are returning to vodka with a better understanding of what a high-quality, premium product like SKYY brings to the party,” said Otis Florence, SKYY Vodka Brand Ambassador. “Bartenders want to reach for a

brand like SKYY Vodka that isn't simply a clean-tasting, high-quality, American-made vodka. They want to serve a brand aligned with their own progressive values."

In addition to its bartender programs, SKYY Vodka supports major social movements, like its Toast To Marriage campaign in partnership with Freedom to Marry, the national organization dedicated to winning marriage equality nationwide. SKYY's partnership with Kiip and Lyft, which provides safe ride homes through your mobile device, was recently named best consumer program at the Mobile Mafia Awards.

SKYY Infusions: Flavored Vodka Rebounding in 2015, Two New Flavors Coming

Flavored vodkas are rebounding in volume and value in 2015, and SKYY Infusions is leading the way with its "true-to-fruit" philosophy. Since the brand's inception, SKYY Infusions has offered consumers what they are looking for – great, real fruit taste and flavors they love. As a result, SKYY Infusions is outpacing the flavored vodka category in volume and is helping to drive growth of the overall category. According to US Nielsen data, SKYY Infusions grew more than +3.2% by volume (last 52 weeks through August) vs. 2014.

SKYY Infusions has consistently won numerous industry awards. In fact, SKYY Infusions Citrus was recently voted #1 in taste over leading premium brands by more than 800 bartenders in a national taste preference survey. Among other recent awards are:

- ***SKYY Infusions Texas Grapefruit (new in 2015)***: Beverage Tasting Institute: Gold medal, 92 points, Best Buy; San Francisco World Spirits Competition: Gold medal
- ***SKYY Infusions Pacific Blueberry (new in 2015)***: Beverage Tasting Institute: Silver medal, 88 points, Best Buy
- ***SKYY Infusions Georgia Peach***: San Francisco World Spirits Competition: Gold Medal (2014); Wine Enthusiast: 91 Points, Best Buy, 2014

"Consumers are much more interested in real ingredient-driven flavor profiles," Luchini continued. "Since 2008, we've favored fresh fruit profiles, rather than sugar-sweet, artificially-flavored confections, which are now seeing a sharp dive in sales. By infusing vodka with natural ingredients, SKYY Infusions is able to capture the true essence of these fresh fruit flavors."

To continue driving success, SKYY Infusions Coastal Cranberry has recently been launched – just in time for the holidays. SKYY Infusions will also introduce two new flavors in 2016 that will continue this true-to-fruit philosophy and capture key flavor trends in the marketplace.

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* *Shanken's Impact Newsletter* Blue Chip Brands must have at least:

- 10 consecutive years of volume growth or an average annual compound growth rate of at least 2% in at least eight of the past 10 years
- 500,000 cases depleted or more
- \$25 million gross profit or more

For Additional Information, Contact:

Ben Palos
Benson Marketing Group
Palos@BensonMarketing.com
707-254-1167

Dave Karraker
Campari America
Dave.Karraker@campari.com
415-315-8000

About SKYY Vodka

SKYY Vodka was invented in San Francisco in 1992 and is steeped with the innovative and progressive spirit of California. Conceived by an inventor looking to create the world's smoothest vodka, SKYY revolutionized vodka quality with its proprietary quadruple-distillation and triple-filtration process to deliver a fresh, clean spirit. Like many things that originate in San Francisco, SKYY grew from a tiny startup into what it is today—the leading domestic premium vodka in the US. To learn more, visit SKYY.com

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 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>

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