

CAMPARI®

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CAMPARI® RELEASES LIMITED EDITION ART LABEL FOR HOLIDAY SEASON

Iconic Italian Brand Uses Bold Color Combinations to Give Depero Sketch a Contemporary Twist

SAN FRANCISCO (November 10, 2015) – [Campari®](#), the legendary one-of-a-kind red spirit, today announced the U.S. launch of limited edition art labels for 2015, featuring a sketch by Futurist artist Fortunato Depero reimagined with the use of contemporary colors. The trio of limited edition labels reinterpret a sketch of a Campari pavilion designed by Depero in 1933 for an international exposition held in Milan. The three collectible labels arrive just in time for the holiday season and will grace 750 ml bottles at retail stores across the United States beginning in November.



This is the second consecutive year Campari has featured a reinterpreted Depero work. As Milan hosted the 2015 Universal Exposition (EXPO) from May through October, the use of Depero's work is fitting. Though the original pavilion for the international exposition featured in Depero's 1933 sketch was never brought to life, a to-scale replica has been carefully preserved to this day in the Galleria Campari at the brand's headquarters in Sesto San Giovanni, Milan.

Adding to the genesis of the updated Depero design is the announcement of 2015 as International Year of Light¹, a global initiative that highlights the importance of light and optical technologies. It is for this reason that Campari decided to illuminate and add color to what was originally a dramatic, black and white sketch in *chiaroscuro* style. Campari turned to Italian color expert and consultant Francesca Valan - who collaborates with X-Rite Pantone, the global color authority - to help select the appropriate colors for modernizing the design.

The three new Art Labels were crafted as complementary color schemes to generate maximum contrast, each with its own twist. Orange was matched with cyan (green/blue), magenta matched with lime green, and purple with yellow, all resulting in a standout effect similar to that of a neon sign. Furthermore, the iconic Campari red liquid was taken into consideration as a prominent background color that helps Depero's futuristic sketch jump out and bring the labels effortlessly into the 21st century.

Thanks to Valan's collaboration, the three final labels play up the highly saturated color schemes to illuminate the pavilion design in the same way a modern Depero would have were he alive today.

Umberto Luchini, Vice President of Marketing at Campari America, comments: *"The new labels are once again a tribute to Fortunato Depero, a truly remarkable artist with long standing links to the brand. The aim of this year's labels was to reinterpret an art movement in a new and original way as well as pay homage to the brand's tradition, celebrating its historic artistic connections. Using*

¹ www.light2015.org

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powerful and striking colors, Campari has added an element of unexpected and intrigue into its iconic brand and thoroughly recognisable bottle.”

Francesca Valan comments on her partnership: *“I was delighted to collaborate with Campari on the 2015 Art Labels. Fortunato Depero is an artist I have the utmost respect for and it was a pleasure to help bring his design to life, giving it an unanticipated twist. The colors used add a graphic 3D dimension even in small scale. I hope that consumers lucky enough to own one of these limited edition pieces enjoy Depero and Campari’s collaboration as much as I enjoyed being part of it.”*

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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 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

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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.

ABOUT X-RITE

X-Rite, Incorporated with its wholly owned subsidiary Pantone LLC is the global leader in color science and technology. The company develops; manufactures, markets and supports color solutions through measurement systems, software, color standards and services. With main headquarters in Grand Rapids, Mich. and regional headquarters in Regensdorf, Switzerland and Hong Kong, China, X-Rite helps customers with a full range of color management systems and solutions offered through dealers and more than 20 company-owned manufacturing facilities, sales and service offices in the Americas, Europe and Asia. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, plastics, paint, textiles, dental and medical. For more information on X-Rite, please visit its Web site at www.xrite.com.