



FOR IMMEDIATE RELEASE

**'TIS THE SEASON - NEW SKYY INFUSIONS® COASTAL CRANBERRY
DEBUTS JUST IN TIME FOR THE HOLIDAYS**

*Seasonally-Inspired SKYY Infusions Coastal Cranberry Delivers Bright, Berry Aromas
and Lively "True-To-Fruit" Cranberry Flavor for the Party-Perfect Holiday Cocktail*

NEW YORK CITY (NOVEMBER 2, 2015) - Rich in color, tangy in taste, super-fruit Cranberry is having a moment – far beyond the traditional Thanksgiving dinner. [SKYY® Vodka](#), the American-made vodka steeped with the innovative and progressive spirit of California, is giving a crisp, cranberry kick to its award-winning line of infused vodkas just in time to make spirits brighter this holiday season.

SKYY Infusions Coastal Cranberry captures the bright essence of cranberry with a dry, alluring aroma and lively taste that is both sweet and tart, giving any cocktail a festive twinkle. To create this infusion, delicious, rich cranberries, grown in the heart of "Cranberry Country" in Massachusetts, are wet harvested at the peak of flavor across 200 fog-filled acres of bogs. Their fruit essence is extracted, then infused into SKYY's premium distilled vodka to create a real, true-to-fruit flavor sure to help spread holiday cheer to all.

"A vodka cranberry or a vodka cranberry with a splash of soda are two of the most popular cocktails ordered by consumers in the US today. SKYY Infusions Coastal Cranberry easily recreates that same experience at the bar without the calories of cranberry juice," says Umberto Luchini, Vice President of Marketing at Campari America. "While sugar-sweet confectionary flavored vodkas have seen a sharp decline in sales lately, we have seen continued growth with our true-to-fruit infusions made with natural ingredients. It is clear that consumers and bartenders alike are looking for more authentic, fresh fruit flavors in their cocktails."

The newest addition to the SKYY Infusions lineup will also feature prominently in SKYY's upcoming "Let's Holiday" campaign. The 360-degree marketing effort includes dramatic out of home advertising; extensive social media outreach; on- and off-premise activations; and other activities calling attention to not only SKYY, but to the phenomenon known as the ugly holiday sweater. During November and December, holiday revelers in major markets will be surprised to see familiar sights in their everyday lives "ugly-holiday-sweater-bombed" – actually wrapped in ugly sweater knit prominently featuring the SKYY logo.

SKYY Infusions Coastal Cranberry joins the brand's extensive portfolio of premium flavors including Citrus, Blood Orange, Pineapple, Texas Grapefruit, Pacific Blueberry, Georgia Peach, Vanilla Bean, Moscato Grape, Wild Strawberry, Coconut, Dragon Fruit, Cherry, Passion Fruit, and Raspberry. Since its inception in 2008, SKYY Infusions has brought consumers unique infused experiences with the smoothest fresh fruit taste.

SKYY Infusions Coastal Cranberry is 70 proof and available at liquor stores nationwide for a suggested retail price of \$13.99 for 750 ml. The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda, with 7UP®, or in other delicious, sophisticated cocktails. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: @SKYYVodka

###

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, Sky 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®, Aversa®, 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](#), [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>. Please enjoy our brands responsibly.

CONTACT:

Elyse Goldman

Edible

Elyse.Goldman@edible-inc.com

212.704.8181

Elizabeth Colton

Campari America

Elizabeth.Colton@campariamerica.com

415.315.8000