



## **FOR IMMEDIATE RELEASE**

### **SKYY® VODKA EXPANDS POPULAR INFUSIONS LINE ADDING TWO NEW “TRUE-TO-FRUIT” FLAVORS: HONEYCRISP APPLE AND TROPICAL MANGO**

*As SKYY Infusions® Line Continues to Outpace Category in Volume and Value;  
New Infusions Look to Drive Further Growth*

**SAN FRANCISCO (MARCH 1, 2016)** – [SKYY® Vodka](#), the American-made vodka steeped with the innovative and progressive spirit of California, is expanding its popular Infusions line, adding two new flavors to its portfolio: SKYY Infusions® Honeycrisp Apple and SKYY Infusions Tropical Mango. The award-winning lineup of innovative vodkas continues its focus on “true-to-fruit” flavors, providing consumers with an authentic premium product made from natural ingredients for the ultimate cocktail experience.

SKYY’s progressive spirit means selecting only the finest natural ingredients to capture the essence of each fruit flavor. With apple remaining one of the top trending flavors in the US throughout food and beverage, SKYY looked to the juicy Honeycrisp, an apple variety with a cult-like following, to create a delicious vodka with a crisp and balanced sweet-tart flavor – making it the first vodka of its kind on the market. **SKYY Infusions Honeycrisp Apple** mixes well with ginger beer for famed bartender and Global SKYY Ambassador Otis Florence’s signature “Ginger Crisp” cocktail.

Mango, popular around the world, is a flavor trend that is on fire here in the US. For cocktail lovers caught up in mango-madness, **SKYY Infusions Tropical Mango** offers sweet, ripe, tropical fruit aromas and distinctive mango taste for a long, smooth finish. Combine with limeade made from freshly squeezed limes for a “Mango Zinger,” an easy and ideal cocktail for summer.

Consumer demand for natural products has been the driving force behind the success of the SKYY Infusions line. While sales of artificially flavored and confectionary-themed vodkas continue to slide, vodkas featuring natural fruit flavors showed excellent growth across the board in 2015. SKYY Infusions continues outpacing the flavored vodka category in both volume (+5.9% vs. category +4.5%) and value (+3% vs category +3%)\* due to its on-trend flavor innovations and ‘true-to-fruit’ taste profile. \*(Source: IRI for 52 weeks ending Jan. 30, 2016).

“Flavored vodka made a serious comeback in 2015, thanks to increased sales of ‘true-to-fruit’ flavors,” said Richard Black, Vice President of Marketing, White Spirits & Cordials, Campari America. “In fact, if you were to cut out the confectionary category altogether, you could see flavored vodka reach double-digit growth once again. It is clear that consumers and bartenders alike are looking for more authentic, fresh fruit flavors in their cocktails.”

In support of the launch and SKYY’s on-premise focus in 2016, cocktail recipes, bar tips and creative toasts have been compiled for bartenders in the “The SKYY Book,” the vodka brand’s original take on the cocktail book. The SKYY Book, curated through the lens of Otis Florence and

industry innovators in markets across the country, is designed to toast some of the most progressive places, interesting people and hidden gems in cities throughout the U.S.

In addition to the bartender book, SKYY Vodka is supporting the new Infusions launch with a robust 360-degree marketing campaign that includes a national print, digital, and out-of home advertising campaign and a revamped website.

SKYY Infusions Honeycrisp Apple and Tropical Mango join the brand's existing line of premium flavors, which includes Citrus, Coastal Cranberry, Texas Grapefruit, Pacific Blueberry, Georgia Peach, Vanilla Bean, Moscato Grape, Wild Strawberry, Pineapple, Blood Orange, Dragon Fruit, Cherry and Raspberry. Since the introduction of SKYY Vodka in California in 1992, the brand has always been an innovator. With the development of SKYY Infusions, first released in 2008, SKYY Vodka charted a new course for flavored vodkas by creating products that cater to the current consumer trend toward natural, infused products that elevate the taste experience. SKYY Infusions have quickly become a centerpiece of classic and contemporary cocktailing.

SKYY Infusions Honeycrisp Apple and Tropical Mango, both 70 proof (35% ABV), will be available this spring in 50ml (\$1.99), 750mL (\$13.99), 1L (\$16.99) and 1.75L (\$19.99). The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda or in other delicious, sophisticated cocktails. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: @SKYYVodka

## **SIGNATURE COCKTAILS**

### Ginger Crisp

1 part SKYY Infusions Honeycrisp Apple

2 parts Ginger Beer

*Build ingredients in a glass over ice. Garnish with apple slices.*

### Mango Zinger

1 part SKYY Infusions Tropical Mango

2 parts Freshly-Made Limeade

*Build ingredients in a glass over ice. Garnish with a slice of ripe mango.*

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## **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](http://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®, Avena®, 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](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://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 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.