



CAMPARI AMERICA CONTINUES TO SCORE BIG WITH CRITICS

High Marks go to iconic brands Wild Turkey® and Appleton® Estate

SAN FRANCISCO, CA (April 25, 2016) – Campari America has been racking up the awards this season with great showings at both the San Francisco World Spirits Competition and the Ultimate Spirits Challenge. The legendary Bourbon brand Wild Turkey® brought home two **Double Gold Medals** for Wild Turkey 101 Kentucky Straight Bourbon and Wild Turkey Rare Breed Bourbon at the San Francisco World Spirits Competition. At the Ultimate Spirits Challenge, Appleton® Estate Reserve Blend and Wild Turkey Rare Breed were both honored as **2016 finalists** and received a stunning **97 points**.

“Year after year, Campari America’s brands excel at the San Francisco World Spirits Competition and the Ultimate Spirits Challenge, two of the world’s most respected spirit competitions,” said Ugo Fiorenzo, Managing Director – US, Campari America. “Wild Turkey’s decades-long commitment to crafting top-quality whiskey is again validated with these two Double Gold Medals. This reaffirms Wild Turkey’s position among storied bourbon brands as demand for quality whiskeys continues to soar. This is another milestone year for us, as Master Distiller Eddie Russell celebrates his 35th anniversary at the distillery – and two Double Gold Medals feel like a proper way to honor his legacy.”

At the San Francisco World Spirits Competition, other Campari America brands that garnered **Gold Medals** include Cabo Wabo® Reposado Tequila, new Cynar® 70 Proof and J. Wray® Jamaica Rum Gold. Two recent additions to the Campari America portfolio also caught the judges’ attention with a **Silver Medal** going to SKYY Infusions® Honeycrisp Apple and a **Bronze Medal** for SKYY Infusions Tropical Mango. Continuing the hot streak, ten out of the 25 entries at the Ultimate Spirits Challenge scored at least **90 points** or higher.

Scores at a Glance

San Francisco World Spirits Competition

- 20 Medals Total
- *Two Double Gold Medals:* Wild Turkey 101 and Wild Turkey Rare Breed Bourbons
- *Three Gold Medals:* Cabo Wabo Reposado Tequila, Cynar 70 Proof, and J. Wray Jamaica Rum Gold

Ultimate Spirits Challenge 2016

- All 25 entries scored
- 10 entries awarded over 90 points
- 3 Finalists (Appleton Estate Reserve Blend, Cynar 70, and Wild Turkey Rare Breed)

- 5 “Great Value” awards (J. Wray’s Jamaica Rum Gold and Silver, Russell’s Reserve® 10-year, and Wild Turkey’s 101 Bourbon)

The San Francisco World Spirits Competition is the first comprehensive, international spirits judging event ever held in the United States on an annual basis. This year was the largest in the competition’s 16-year history with 1,850 entries. The judging panel is comprised of more than 40 spirits experts from restaurants and hotels, well-known spirits journalists, spirits buyers for large purveyors and spirits consultants.

Now in its seventh year, the Ultimate Spirits Challenge, led by spirits expert F. Paul Pacult, is judged by an esteemed collection of bartenders, buyers and journalists who evaluate entries on a 100-point scale.

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, Espolòn® 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, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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