



GLEN GRANT™ CELEBRATES RELEASE OF NEW EXPRESSIONS IN THE U.S., AS MASTER DISTILLER DENNIS MALCOLM APPOINTED “OFFICER OF THE MOST EXCELLENT ORDER OF THE BRITISH EMPIRE”

*12 Year Old and 18 Year Old Single Malts Will Play Central Role in Solidifying
Glen Grant's Position in Luxury Whisky Market*

SAN FRANCISCO, CA – July 14, 2016 – With 55 years of service behind him, Dennis Malcolm embodies the selfless, hard won principles of many single malt distillers who earned their stripes through years of toiling in the fertile Scotch Whisky region of Speyside. Dennis’ principles were honed under the tutelage of his father and grandfather, who laid down roots at Glen Grant™ and ensured he was fully involved in the family business. As one of the longest-serving distillers in the spirits industry, Dennis has created a beautiful portfolio of nuanced, aged whiskies that have helped establish global dominance for the Speyside single malt category both domestically and abroad, and Glen Grant is pleased to announce the newest entries to their portfolio with the launch of new 12 and 18 year old expressions.

Rolling out in the US market in June and August respectively, the new 12 Year Old and 18 Year Old expressions will allow the single malt market to enjoy the unfolding layers of mature and beautifully intricate taste and aroma that is achieved only through Glen Grant’s unique distillation process. As the only Speyside distillery to use water cooling purifiers on both first and second distillations, this cooling process nudges heavier vapors to reflow back down the spirit still to begin the journey again. This process of allowing only the most refined vapors to condense into spirit defines the elegant character and style of Glen Grant.

Fifty five years after Dennis’ remarkable tenure began, Queen Elizabeth – whose ascendancy onto the Throne coincided with Dennis’ ascendancy into the world of Scotch Whisky – anointed him the highly prestigious “Officer of the Most Excellent Order of the British Empire” on the occasion of her 2016 birthday honors. The release of two new expressions within the award-winning Glen Grant portfolio – Glen Grant 12 Year Old and Glen Grant 18 Year Old – could not be more perfectly timed, as this quintessential British gentleman takes a bow in honor of his storied career.

“Dennis’ achievements can’t be measured in days, months or years – but by a lifetime of tireless dedication. While we are beyond honored to see his achievements recognized by this royal decree, we are equally as honored that Dennis continues to release exemplary whiskies. Our new 12 and 18 Year Old expressions will take center stage in our portfolio, as we look to capitalize on the growing demand for luxury whiskies,” said Michael Price, Category Marketing Director, Imported Whiskies for Campari America.

Glen Grant 12 Year Old is a remarkable single malt Scotch whisky. With a bright, golden color and pleasant aromas of orchard fruit, almond and citrus, this exceptional whisky delights the palate with exquisite and delicate notes of apple pie crust and caramel and finishes with lingering fruit and subtle hints of spice. With an SRP of \$46.99, Glen Grant 12 Year Old will be available in New York, New Jersey, Massachusetts, Northern and Southern California, Texas, Illinois and Florida and rolling out nation-wide in 2017.

The rarest in the collection is the Glen Grant 18 Year Old. This unrivalled single malt Scotch whisky matures for at least 18 years in the highest quality, handpicked oak casks, which create a radiant golden color and seductive floral and oaky aroma. Deeply layered and complex, this rich and vibrant whisky delivers beautifully intricate flavors of malted caramel, vanilla and raisins and lingers with a long, sweet and pleasantly spicy finish. Retailing at \$119.99, Glen Grant 18 Year Old will be available in the same markets as its 12 Year Old cousin.

With the new releases come a new look and feel for the portfolio. The updated packaging features a new color palette, allowing the consumer to easily identify the different dram varieties. The 12 Year Old features a striking bronze label and casing, while the 18 Year Old is enclosed within a superior frosted-blue gift box with luxurious silver hues, reiterating its premium status.

The new Glen Grant logo, the Grant family monogram, stands proudly on the front of each bottle – with the letters ‘J’ ‘R’ and ‘G’ delicately intertwined in a timeless design. ‘J’ for James ‘The Major’ Grant and ‘R’ for his first wife Rose, reminding consumers of the deeply rooted family heritage which helped to produce one of the world’s finest single malt Scotch whiskies.

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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.

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.