



## **WILD TURKEY® AND CREATIVE DIRECTOR MATTHEW MCCONAUGHEY LAUNCH GLOBAL ADVERTISING CAMPAIGN**

**LAWRENCEBURG, KY (September 8, 2016)** – Wild Turkey® today unveiled its first television commercial directed by and starring Academy Award®-winning actor Matthew McConaughey. The commercial, which marks McConaughey’s directorial debut, is part of the iconic bourbon’s new global marketing campaign titled “It’ll Find You,” created in partnership with J. Walter Thompson New York, which aims to reintroduce the world to the legendary brand. It is the first demonstration of McConaughey’s vision for Wild Turkey since he was announced as Creative Director last month. The new commercial can be viewed at <http://bit.ly/2bZq0aY>

The television spot, which is narrated by McConaughey over music he personally selected from New Orleans’ [The Hot 8 Brass Band](#), seamlessly follows the intriguing journey of a woman and her glass of Wild Turkey Bourbon through different locations and times. The scene opens with a pour atop a player piano in a dimly lit speakeasy. From there, the audience is taken through a vibrant jazz club, and ultimately to an intimate campfire high atop a hill. It ends with the glass of Wild Turkey Bourbon finding its way to another piano – this one played by McConaughey. Throughout the spot, McConaughey addresses the audience with the simple words: “We’re not in a rush to be most popular, not in a rush not to be. Real bourbon, no apologies. If it’s for you, you’ll know. Wild Turkey. It’ll find you.”

“So many times people choose their drinks to fit in and join the crowd,” said McConaughey. “Wild Turkey is about something different. The tagline ‘It’ll Find You’ is at the heart of what Wild Turkey is all about. If you are being yourself, unapologetically doing things your own way, then you are at home wherever you are, and Wild Turkey, well, it’ll find you.”

The television spot will begin running in the U.S. in September, and is part of a global broadcast, print, and digital campaign to support Wild Turkey.

“Matthew McConaughey’s unflinching creative style and voice are the perfect fit for a brand like Wild Turkey, which has been doing things its own way for decades,” added Bob Kunze-Concewitz, CEO at Gruppo Campari, owner of Wild Turkey. “With this new television campaign, he has tapped into what so many Wild Turkey fans understand about the brand and themselves – take pride in the choices you make, even if they are different, because they make you who you are.”

“Matthew perfectly embodied, both on screen and behind the camera, the uncompromising spirit of the brand,” said Brent Choi, Chief Creative Officer, J. Walter Thompson New York. “His unique background brought us refreshing insight and direction that led to a wonderful creative collaboration.”

The TV spot was directed by and stars McConaughey, who also worked closely with J. Walter Thompson New York and RSA Films in Los Angeles to deliver the campaign. It was shot on location in Southern California. A short film documenting Matthew's creative journey with Wild Turkey's distilling family, the Russells, can be viewed at <http://bit.ly/2aB717L>.

### **About Matthew McConaughey**

Texas native Matthew McConaughey is one of Hollywood's most sought-after leading men. A chance meeting in Austin with casting director and producer Don Phillips led him to director Richard Linklater, who launched the actor's career in the cult classic "Dazed and Confused." Since then, he has appeared in over 40 feature films that have grossed over \$1 billion; and has become a producer, director, and philanthropist – all the while sticking to his Texas roots and "jk livin" philosophy.

2014 was a game-changing year for McConaughey. For his riveting portrayal of Ron Woodruff in "Dallas Buyers Club," McConaughey received an Academy Award®, Golden Globe Award, Screen Actors Guild Award and Gotham Award for Best Actor, the Best Actor Award at the Rome Film Festival as well as the Desert Palm Achievement Actor Award at the Palm Springs Film Festival. He also made the move to TV starring alongside Woody Harrelson in the HBO dramatic series "True Detective." The show was met by rave reviews from critics and fans alike and earned Matthew a Critics Choice and TCA Award for Best Actor in a Drama Series as well as an Emmy Nomination. Later that year he starred in "Interstellar," directed by Christopher Nolan, and also starring Anne Hathaway and Jessica Chastain. Next he will be seen in the upcoming Stephen Gangham directed, "Gold" as well as opposite Idris Alba in "The Dark Tower" based on the popular Stephen King novels.

In 2008, Mr. McConaughey started The just keep livin Foundation ([www.jklivinfoundation.org](http://www.jklivinfoundation.org)), which is dedicated to helping boys and girls transform into men and women through programs that teach the importance of decision-making, health, education, and active living. The Foundation has partnered with Communities in Schools (CIS) – the nation's largest, non-profit, dropout-prevention organization –in West Los Angeles to implement fitness and wellness programs in two large urban high schools. Through an afterschool program, they are able to give kids a healthy start in life and the promise of a healthy future.

### **About Wild Turkey**

The Distillery for Wild Turkey Bourbon is located in Kentucky, situated on a deep limestone shelf on the Kentucky River. The shelf acts as a natural filter and provides the distillery with crystal clear water, vital to making such a high quality product. The whiskey is fermented for 72 hours. Wild Turkey features the legendary father and son Master Distilling team of Jimmy and Eddie Russell, who have 97 years of combined experience making bourbon.

The famous Wild Turkey brand name first came about back in 1940 when distillery executive Thomas McCarthey took a few warehouse samples on a Wild Turkey hunting trip with a group of friends. The following year, his friends asked him for "some of that Wild Turkey whiskey" and the brand was born.

Wild Turkey is distilled and put into new oak barrels at a much lower ABV than most bourbons. This results in a much richer flavor, as less is cooked out during the production process. Ageing in the highest quality new American oak barrels with the heaviest char available (the Number 4 "alligator" char), imparts a smooth flavor and deep amber color to the whiskey. Wild Turkey is one of only a few bourbons to use this expensive, deep char.

The barrels are filled at the distillery in Lawrenceburg, Kentucky. Website: [wildturkey.com](http://wildturkey.com)

For Additional Information, Contact:

**Jared Ricardo – Gruppo Campari**  
(415) 923-8732  
jared.ricardo@campari.com

**Shira Mahler – Sunshine Sachs**  
(212) 691-2800  
mahler@sunshinesachs.com

**About Gruppo Campari**

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include **Aperol**, **Appleton Estate**, **Campari**, **SKYY**, **Wild Turkey** and **Grand Marnier**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari owns 18 plants and 4 wineries worldwide and has its own distribution network in 19 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: [www.camparigroup.com/en](http://www.camparigroup.com/en)  
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