



FOR IMMEDIATE RELEASE

**SKYY® VODKA CELEBRATES THE ARRIVAL OF FALL WITH INTRODUCTION OF
SKYY INFUSIONS® BARTLETT PEAR**

*SKYY Infusions Innovates Again;
Answers Consumer Demand for First Premium Bartlett Pear Varietal*

SAN FRANCISCO (SEPTEMBER 13, 2016) – [SKYY® Vodka](#), the American-made vodka steeped with the innovative and progressive spirit of California, continues to expand its popular Infusions line, adding **SKYY Infusions® Bartlett Pear** just in time for fall. With the introduction of the latest addition to the award-winning SKYY Infusions lineup, the brand becomes the only premium vodka to offer a Bartlett Pear varietal.

By delivering “true-to-fruit” flavors, SKYY Infusions provides fans with an authentic premium vodka made from natural ingredients to capture the essence of each fruit flavor. With SKYY Infusions Bartlett Pear, consumers will enjoy notes of fleshy ripe pear with bright juicy flavor, finished with a dry and crisp taste, ideal for autumnal cocktails. “The Bartlett is what comes to mind when you think of traditional pear flavor,” said Otis Florence, Global Ambassador, SKYY Vodka. “SKYY Infusions Bartlett Pear is perfect for mixing in your favorite cocktail and pairs beautifully with a splash of ginger beer or in our signature cocktail, The Bartlett Bee.”

“Consumer demand for natural tasting products has been the driving force behind the success of the SKYY Infusions line,” said Richard Black, Vice President of Marketing, White Spirits and Cordials, Campari America. “Repeat purchases of SKYY Infusions made a sharp uptick in 2015. It is clear that consumers and bartenders alike are looking for more authentic, fresh fruit flavors in their cocktails.”

This new entry taps into the growing pear flavor trend in the U.S. The renewed interest in pear ciders, as well as pear-based liqueurs, has brought attention back to the gentle-flavored fruit, which was first introduced in the U.S. back in 1799. When selecting the varietal, SKYY Infusions looked to the Bartlett pear - the number-one grown and sold pear in America, accounting for 50 percent of the American pear crop.

SKYY Infusions Bartlett Pear will be featured at on- and off-premise sampling events, and through the franchise’s upcoming winter promotion, SKYY HOLIDAY. The new flavor will also be highlighted in marketing communications throughout the season.

SKYY Infusions Bartlett Pear complements the brand’s existing line of award-winning premium flavors, which includes Citrus, Honeycrisp Apple, Tropical Mango, Coastal Cranberry, Texas Grapefruit, Pacific Blueberry, Georgia Peach, Vanilla Bean, Moscato Grape, Wild Strawberry, Pineapple, Blood Orange, Passion 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 Bartlett Pear is 70 proof (35% ABV), is available 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 SKYY.com, <http://www.facebook.com/SKYYVodka> and on Instagram and Twitter: @SKYYVodka.

SIGNATURE COCKTAILS

CREATED BY MIXOLOGIST OTIS FLORENCE

The Bartlett Bee

2 oz SKYY Infusions® Bartlett Pear
.75 oz Honey & Water 1:1
.75 oz Fresh Lemon Juice
1 Dash Angostura Bitters

Build ingredients in a shaker filled with ice. Shake and strain into a coupe or martini glass. Garnish with a fresh Bartlett pear fan.

Tall Order

2 oz SKYY Infusions® Bartlett Pear
.75 oz Simple Syrup
.75 oz Fresh Lemon Juice
Fill Hard Dry Apple Cider

Build ingredients in a shaker filled with ice. Shake and strain into a Collins glass with fresh ice. Garnish with a fresh Bartlett pear slice.

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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

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®, Grand Marnier®, 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.

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

Please enjoy our brands responsibly