



FOR IMMEDIATE RELEASE

SKYY® VODKA WELCOMES SKYY INFUSIONS® CALIFORNIA APRICOT

SKYY Infusions Introduces First Premium Apricot-Infused Vodka Made with Real Apricots

SAN FRANCISCO (MARCH 1, 2017) – [SKYY® Vodka](#), born in San Francisco, and steeped with the innovative and progressive spirit of California, celebrates its heritage by adding **SKYY Infusions® California Apricot** to its line of flavored vodkas. With the introduction of the latest addition to the trendsetting SKYY Infusions lineup, the brand launches the first premium apricot-infused vodka made with real fruit.

SKYY's progressive spirit means selecting only the finest natural ingredients to capture the essence of each fruit infusion. The new SKYY Infusions California Apricot combines the juicy flavor of natural California apricots with the smooth SKYY Vodka consumers love and know to create a true-to-fruit experience only SKYY can deliver. SKYY Infusions California Apricot is a refreshingly versatile flavor that can be enjoyed on the rocks, as a way to elevate favorite cocktails, or paired with an India Pale Ale as a new take on the summer Shandy.

"Stone fruit, especially apricot, is a trending flavor popping up across food and beverage, even making its way onto cocktail drink menus," said Richard Black, Vice President of Marketing, White Spirits and Cordials, Campari America. "In researching the market and listening to consumers, we saw there was a need for a premium apricot option that delivered real flavor. We find that the SKYY Infusions consumer is extremely loyal, which we owe to the forward-thinking, on-trend innovations the brand brings to market. While sugar-sweet confectionary flavored vodkas have seen a sharp decline in sales lately, we have seen continued growth in fruit flavors within the category. It is clear that consumers and bartenders alike are looking for more authentic, fresh fruit flavors in their cocktails and can taste the difference real fruit makes."

SKYY Infusions California Apricot joins the brand's existing line of award-winning premium flavors, which includes Citrus, Blood Orange, Pineapple, Bartlett Pear, Honeycrisp Apple, Tropical Mango, Coastal Cranberry, Texas Grapefruit, Pacific Blueberry, Georgia Peach, Vanilla Bean, Wild Strawberry, 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. With their true-to-fruit taste, SKYY Infusions have quickly become a centerpiece of classic and contemporary cocktail.

The launch of SKYY Infusions California Apricot will be supported by a forthcoming SKYY Vodka advertising campaign and included in the brand's 25th anniversary marketing programs. The new flavor is 70 proof (35% ABV), is available in 50ml (\$1.99), 750mL (\$13.99), 1L (\$16.99) and 1.75L (\$21.99). 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

SKYY California Bay Breeze

1 part SKYY Infusions® California Apricot

2 part Lemon-lime Soda

Splash Cranberry Juice

Garnish: Slice of Lime

Build ingredients in a rocks glass. Garnish with a fresh slice of lime.

SKYY California Shandy

1 part SKYY Infusions® California Apricot

2 part India Pale Ale (IPA)

Garnish: Slice of Apricot

Build ingredients in a Collins glass with fresh ice. Garnish with a fresh slice of Apricot.

###

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, BULLDOG® Gin, Cabo Wabo® Tequila, Espòlòn® 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 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**. Gruppo Campari 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, Gruppo Campari owns 18 plants and 1 winery worldwide and has its own distribution network in 20 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