



ESPOLÒN® TEQUILA DEMONSTRATES STRONG GROWTH TREND... IN MORE WAYS THAN ONE

Brand Nabs Impact's Hot Brand Award, Beverage Dynamics' Fast Track Brand Award, and Releases 1.75 L

SAN FRANCISCO (June, 2017) – Espolòn® Tequila, one of the fastest-growing premium tequilas in the world, continued to stir things up in 2016 generating sales growth figures high enough to secure both an Impact Hot Brand Award and Beverage Dynamics Fast Track Brand Award. With its high-quality 100% Weber's Blue Agave liquid, compelling package, and accessible price point, Espolòn Tequila continues to outpace the tequila category, and, for the first time, is now available in a 1.75 L bottle.

"The premium tequila category is highly competitive, but Espolòn sustains its growth by driving consumer discovery and trial of our award-winning liquid," says Christine Moll, Category Marketing Director—Tequila, Campari America. "2017 has started off with a bang as we continue to drive quality distribution and programming for the brand. We're honored Espolòn was recognized as both a 'Hot Brand' and a 'Fast Track Brand.'"

The criteria for the spirits industry's growth awards puts emphasis on volume and velocity growth over a period of years. To be considered for an Impact Hot Brand Award, a brand must show at least three consecutive years of double-digit growth, with depletions of at least 200,000 nine-liter cases in 2016, and an overall volume increase of at least 15 percent. To be a winner of a Beverage Dynamics Fast Track Brand Award, the brand must be a top seller, moving a minimum of 100,000 9-liter cases annual with volume growth in each of the past four years.

To achieve consistent and explosive growth, Espolòn Tequila has a three-pronged approach that incorporates both the on- and off-premise channels. In the off-premise, the brand leverages its eye-catching packaging to drive consumer discovery via in-store display and through high-impact point of sale tools in key selling seasons.

Espolòn's on-premise marketing programs - Espolòn COCKtail Fights and Espolòn's Black Market - celebrate the brand with bartenders and consumers, respectively. Espolòn COCKtail Fights highlight daring bartenders across America in a high-stakes competition pitting the boldest and most creative mixologists in the business against each other in high-energy, adrenaline-pumping matches. The Espolòn Black Market, as the name implies, is a secretive, underground sampling program where an ominous Espolòn Black Market van treks throughout select cities, stopping only at bars where the crowd is deemed adventurous enough to haggle with the brand's market peddlers. Some consumers even get the chance to interact with interesting characters and bargain for under-the-counter goods and branded swag (where legal).

As demonstrated by its engaging promotional programs, Espolòn does not behave like other tequilas - or other spirits brands, for that matter. Everything from its innovative production process (such as aging Espolòn Añejo in new American oak barrels and then in Wild Turkey® bourbon barrels), to the brand's iconic calavera-style visual identity, Espolòn sets its own path through courageous creativity.

Building on the brand's momentum, Espolòn is taking its growth to the next level. Tequila enthusiasts will now find Espolòn Blanco and Reposado in a 1.75 L bottle (\$49.99). It's Espolòn's award-winning packaging, only larger, rewarding the most loyal consumer with more ways to enjoy Espolòn.

Espolòn Tequilas, made from 100% Weber's Blue Agave, are known for their bold, round palate; medium to full bodied velvety mouth feel with rich roasted agave, sweet tropical fruit, vanilla and brown spices; and long spicy finish. The brand took the category by storm when it was re-introduced in the U.S. in 2010. The Espolòn Tequila line includes Blanco (\$24.99 for 750 mL), Reposado (\$24.99 for 750 mL) and Añejo (\$34.99 for 750 mL). The brand released a limited edition Añejo X, a six-year aged Añejo, in 2016.

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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®, Grand Marnier®, Campari®, Aperol®, 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, 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 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.

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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 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

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Press Contacts:

Dave Karraker
Campari America
Dave.karraker@campari.com
(415) 315-8000

Ben Palos
Benson Marketing Group
palos@bensonmarketing.com
(707) 254-1167