



LEGENDS IN THE MAKING: CABO WABO® TEQUILA AND BBQ SUPERSTAR MICHAEL MIXON ON A QUEST FOR BRISKET PERFECTION

Tequila Maker Finds Its “Thick Cut” Match in American Barbecue Circuit; Hits the Road to the American Royal

SAN FRANCISCO (JULY 27, 2017)—Cabo Wabo® Tequila, the ‘Thick Cut’ tequila with its agave-forward taste that cuts no corners and makes no apologies, has found an unlikely match in the American barbecue circuit. Together with barbecue legend-in-the-making Michael Mixon, the tequila maker is hitting the road to find out just what it takes to make it to the American Royal World Series of Barbecue. On a quest for brisket perfection and ultimate flavor, Michael and Cabo Wabo Tequila are on a road trip to discover the people and places that make American barbecue great. Fans can follow along on this *Road to the Royal* with Michael in a series of episodic chapters distributed by leading arbiter of taste: Thrillist—Cabo Wabo’s exclusive media partner—as well as Cabo Wabo’s own YouTube channel.

“It all starts with flavor,” said Christine Moll, Category Marketing Director—Tequila, Campari America. “Cabo Wabo is a tequila with an undeniable bold attitude and a distinct agave taste profile. While it may seem like an unlikely match, tequila and classic American barbecue are ideal partners. Rising star Michael Mixon not only understands flavor, but knows it’s a way of life.”

On his way to the American Royal World Series of Barbecue, Michael, BBQ pit master and Cabo Wabo BBQ ambassador, heads to Florida and Texas. There he will explore all the ins and outs of making good BBQ, tequila drinks, and how to live that ‘Thick Cut’ life... and Cabo Wabo Tequila will be there to document every finger-licking moment.

When not on the road, Michael is taking inspiration from his father, Myron Mixon, world-famous owner of Jack’s Old South, and is running his own BBQ pit team called Jack’s New South. Michael is also the co-host of “BBQ Rules;” and co-star of “BBQ Pitmasters: Father vs. Son” and “Smoked” on Discovery Communication’s Destination America.

Cabo Wabo Tequila was created as a super-premium tequila to enjoy with friends and family. The distinctive earthy, bolder agave taste is the result of taking a thicker cut of the distillate and is the inspiration for Cabo Wabo’s bold attitude. A stickler for authenticity and hand-crafted quality, the award-winning tequila is made from 100% Weber Blue agave and is available in three 80 proof (40% alc./vol.) expressions: Cabo Wabo Tequila Blanco (\$34.99), Cabo Wabo Tequila Reposado (\$39.99), and Cabo Wabo Tequila Añejo (\$44.99). For more information, find Cabo Wabo Tequila on [Instagram](#), [Facebook](#), [Twitter](#) and follow Michael Mixon’s ‘Road to the Royal’ on Cabo Wabo’s [YouTube](#) channel.

###

About Cabo Wabo Tequila

Acknowledged as one of the finest tequilas in the world, Cabo Wabo Tequila is a tequila for those who live a Thicker Cut Life. Cabo Wabo comes in three expressions, including Blanco, Reposado, and Añejo. Made from 100 percent Weber Blue Agave, Cabo Wabo is made from a thicker cut of the distillate, which delivers a more unfiltered, raw, agave forward taste.

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® 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.

Press Contact:

Sarah Jones

Benson Marketing Group, LLC

(707) 254-1114

jones@bensonmarketing.com