

# CAMPARI GROUP

## **OUT OF ESPOLÒN® TEQUILA OR APEROL®? TOUCH YOUR PHONE TO YOUR NEW CAMPARI AMERICA REFRIGERATOR MAGNET TO AUTOMATICALLY ORDER MORE**

*Campari America Partners with Thin Film Electronics ASA to Develop Near Field Communication-enabled Button  
For Instant Ordering of Products Through Drizly*

**SAN FRANCISCO (January 8, 2018)** – Refrigerator magnets will never be the same. One touch and you can have Wild Turkey® Bourbon, SKYY® Vodka, or any number of Campari America products delivered automatically to your front door. The innovative spirits company is piloting a program to simplify the consumer purchase cycle by leveraging near field communication (NFC) technology. It will allow consumers to order and re-order spirits by tapping their smartphone to an NFC-enabled refrigerator magnet. Campari America is the first spirits company to work with Thinfilm to develop a branded magnet NFC solution that immediately takes consumers to a product page on Drizly, the leading beer, wine, and spirits on-demand online marketplace.

“Campari America is always seeking innovative methods that increase the speed and efficiency of getting our products into consumers’ hands, and integrating NFC into our marketing materials is another way we’re looking to lead the mobile marketing trend,” said Melanie Batchelor, Vice President of Marketing, Campari America. “We’ve streamlined the purchasing experience for consumers, so now ordering and receiving Campari America’s brands is almost easier than making a Negroni.”

When consumers want to order or re-order their favorite Campari America brand, they simply touch their iPhone or Android smartphone to one of six available branded ‘smart’ magnets. The NFC chip embedded in the magnet then prompts Drizly to open the specific website page for that brand and gives the consumer the option to add the item to their cart and immediately check out, with the product being delivered by local retailers - all in one cohesive mobile experience.

Currently, Campari America offers instant-order NFC magnets for six brands: Campari®, SKYY® Vodka, Wild Turkey, Aperol, Appleton® Estate Jamaican Rum, and Espolòn Tequila. Consumers can find the magnets at their favorite liquor stores in the New York City metro area.

Android smartphone users will automatically read the branded NFC-enabled magnet if they have turned on NFC capabilities in their phone’s settings. Consumers using an iPhone can download an NFC reader app from the Apple App Store and use it to read the magnet.

“Thinfilm’s NFC mobile marketing solutions empower companies like Campari America to connect directly with consumers and deliver unique digital experiences,” said Davor Sutija, CEO of Thinfilm. “We are pleased Campari America chose Thinfilm’s NFC solution to help grow their mobile presence and further establish themselves as an innovative and forward-looking company.”

### **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 Campari Group'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](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **About Campari Group**

Campari Group 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](#). Campari 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. Campari 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 Group owns 18 plants worldwide and has its own distribution network in 20 countries. Campari 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: <http://www.camparigroup.com/en>

Please enjoy our brands responsibly.

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