

# CAMPARI GROUP

## CAMPARI AMERICA MOVING US HEADQUARTERS FROM SAN FRANCISCO TO NEW YORK CITY

### *Rising Spirits Company Moves Closer To Key Business Entities and US Epicenter of Creativity*

**SAN FRANCISCO (February 27, 2018)** – Campari America, the US subsidiary of Campari Group, the world’s sixth-largest spirits company (Reuters CPRI.MI - Bloomberg CPR IM), announced today it will be moving its headquarters from San Francisco to New York City in the fall of 2018. The new offices will house US operations; North America regional executives and support teams; and global strategic marketing for Campari Group’s spirits brands, such as SKYY® Vodka, Wild Turkey® Bourbon, Espolòn® Tequila, Appleton Estate® Jamaican Rums, and Glen Grant® Scotch Whisky.

Campari America will occupy two floors of the iconic Grace Building, owned by Brookfield Property Partners, located next to Bryant Park at 1114 6<sup>th</sup> Avenue at 42<sup>nd</sup> Street in midtown Manhattan. The offices will accommodate the entire US team, including marketing, trade marketing, finance, accounting, legal, human resources, product supply chain, IT, and sales operations. Field sales teams will not be affected. The company will be vacating its current offices in San Francisco’s Levi’s Plaza.

“Campari America has become the number-one revenue generating territory for Campari Group,” said Jean Jacques Dubau, Managing Director, Business Unit North America, Campari Group. “This move will allow us to be closer to our worldwide headquarters in Milan; closer to our production facilities in Kentucky; better connected to our Jamaica, Mexico, and Canada operations; and closer to our key distributor partners in the US. Our new office will also place us squarely in the epicenter for the American creative and spirits industries.”

“We are at an exciting evolutionary stage of our business here in the US, where big, bold thinking will fuel our continued growth in this territory,” said Dubau. “This move will help to increase collaboration with key business partners and our Milan counterparts; allow us to more easily hire candidates with deep spirits experience; and give us the room to expand as we grow our portfolio of premium brands.”

As reported in the 2017 year-end financials, also released today by Campari Group, the US business posted a solid +3.4% organic growth in sales led by top performers like Espolòn, Aperol®, Campari®, Grand Marnier®, and Wild Turkey.

San Francisco has served as the original home for Campari America since 1992, the year of SKYY Vodka’s invention. The explosive success of SKYY would fuel the birth of Skyy Spirits, which occupied a small office in a Victorian on Van Ness Avenue. The company was purchased by Campari Group (then Gruppo Campari) in 2002. As the business grew, Skyy Spirits moved to Fisherman’s Wharf in 2003 and was rechristened Campari America in 2012. Levi’s Plaza has served as the company’s home since 2013.

Campari America’s Bryant Park headquarters will house approximately 165 employees. All eligible San Francisco employees were offered relocation from San Francisco to New York. New positions available in New York will be posted at [www.campariamerica.com/careers](http://www.campariamerica.com/careers).

The company was represented by Colliers International during the location search. The Campari America office is being designed by global architecture and design firm Gensler.

### **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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