



**WITH FIRST BARREL PROOF OFFERING, NEW CONTENDER FOR
“UNICORN” STATUS ENTERS THE BOURBON LEXICON: INTRODUCING
RUSSELL’S RESERVE® 2002**

*Master Distiller Eddie Russell Releases Highly-Anticipated Sequel to Russell’s Reserve® 1998 with
Ultra-Rare, Non-Chill Filtered Bourbon*



LAWRENCEBURG, KY (JUNE 26, 2018) As Bourbon collectors continue their quest for those hard-to-find whiskey “unicorns,” Russell’s Reserve® unveils a real Kentucky gem with the release of Russell’s Reserve 2002 – a beautiful vintage hand-selected by Master Distiller Eddie Russell. This marks the first non-chill filtered, barrel proof bourbon from the venerable brand. To find the liquid for the release, this Bourbon Hall of Famer spent years searching through more than half a million barrels for the perfect sequel to the coveted Russell’s Reserve 1998, which received a 94 rating from esteemed publication *Whiskey Advocate*. A mere 25 barrels were chosen for this endeavor to create a truly sought-after spirit that will be a welcome addition for passionate connoisseurs.

What Eddie found was an exquisite batch distilled in 2002—the year the first-ever camera phone was introduced. While the world explored the wonders of mobile content capture, Eddie laid the barrels to rest in Wild Turkey’s Camp Nelson rickhouses. They sat quietly for 15 long years, aging until they reached peak maturity.

“When I tasted 2002 for the first time, I knew I couldn’t mess with it. It was exactly what I had envisioned, and I wanted Bourbon connoisseurs and collectors to experience the liquid in all its glory,” said Master Distiller Eddie Russell. “The sweet spot for our Bourbon is normally eight-to-12 years, but every now and then you find a barrel that defies expectations.”

This is the newest in a line of outstanding innovative whiskies created by Eddie Russell. In the past several years, Eddie has released some of the oldest Bourbons to come out of Wild Turkey warehouses, a feat that speaks volumes about his skills as Master Distiller. Eddie, a 37-year industry veteran, has mastered the craft of small-batch Bourbon.

As of late, he has been hunkered down, crafting awarding-winning, innovative and ultra-rare whiskies that have spirits aficionados and bartenders around the world buzzing. This year, Eddie and his legendary, beloved father Master Distiller Jimmy Russell celebrate 101 years of combined experience at the Wild Turkey distillery – a touching homage to the Wild Turkey 101 Bourbon that launched Jimmy’s career more than 60 years ago.

Made from a mingling of whiskies aged 15 years, Russell’s Reserve 2002 is a 114.6 barrel proof Kentucky Straight Bourbon. It has a nose of stone fruits, pear, citrus, oak and a hint of white pepper. It features notes of grapefruit, white chocolate and gentle spice with a finish that is long and malty with notes of cream, banana and coconut. Bottles will be available in extremely limited quantities in TX, OH, CA, FL, NY, NC, IL, OR, GA, TN, WA, AZ, NV and KY for a suggested retail price of \$249.99.

This limited-edition offering joins other sought-after whiskies in the Russell’s Reserve portfolio, including Russell’s Reserve 10-Year-Old Bourbon, Russell’s Reserve 6 Year Old Rye, Russell’s Reserve Single Barrel Bourbon, and Russell’s Reserve Single Barrel Rye.

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About Wild Turkey

The Distillery for Wild Turkey Bourbon is located in Kentucky, situated on a deep limestone shelf on the Kentucky River. The shelf acts as a natural filter and provides the distillery with crystal clear water, vital to making such a high quality product. Wild Turkey features the legendary father and son Master Distilling team of Jimmy and Eddie Russell, who have more than 100 collective years of experience working at the Wild Turkey distillery.

The famous Wild Turkey brand name first came about back in 1940 when distillery executive Thomas McCarthy took a few warehouse samples on a Wild Turkey hunting trip with a group of friends. The following year, his friends asked him for “some of that Wild Turkey whiskey” and the brand was born.

Wild Turkey is distilled and put into new oak barrels at a much lower ABV than most bourbons. This results in a much richer flavor, as less is cooked out during the production process. Ageing in the highest quality new American oak barrels with the heaviest char available (the Number 4 “alligator” char), imparts a smooth flavor and deep amber color to the whiskey.

The barrels are filled at the distillery in Lawrenceburg, Kentucky.

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, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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