



## COLD BREW MAKES ITS WAY INTO BARS AND RETAILERS NATIONWIDE WITH LAUNCH OF LIMITED-EDITION SKYY INFUSIONS® COLD BREW COFFEE

*The Inescapable Beverage Trend Now Available for Cocktail Lovers Everywhere*

**New York City (April 25, 2019)** – There's no mistaking it - cold brew coffee is red-hot and quickly becoming a new American classic, a staple of a brunch-focused generation. Now, for a limited time only, San Francisco-born SKYY® Vodka is bringing the authentic taste of this country's latest obsession to cocktail bars and retail stores across the U.S. with the release of SKYY Infusions® Cold Brew Coffee. Available now, SKYY Infusions Cold Brew Coffee is infused with Arabica coffee beans, capturing the fantastically mild, sweet and less bitter coffee taste that people crave with cold brew.

Perfect for brunches, outdoor BBQ's, summer parties and after-work drinks, enjoyed on the rocks, in coffee-inspired cocktails, or as a twist on a classic favorite, like the SKYY Martini:

### **COLD BREW MARTINI**

1 part SKYY Infusions Cold Brew

1 part Frangelico® Hazelnut Liqueur

1 part Coconut Water

Glass: Martini Glass

Shake with ice in mixing tin and strain into a martini glass.

SKYY Infusions Cold Brew Coffee is a perfect example of how SKYY Vodka continues to be an innovator in the spirits world. With the release of the SKYY Infusions product line in 2008, SKYY charted a new course for flavored vodkas by creating an offering that caters to the current consumer trend toward natural, infused products that elevate the flavors and experience.

SKYY Infusions Cold Brew Coffee joins the brand's existing line of award-winning premium flavors, which includes Sun-Ripened Watermelon, Citrus, Blood Orange, Pineapple, Bartlett Pear, Honeycrisp Apple, Tropical Mango, Texas Grapefruit, Pacific Blueberry, Georgia Peach, Vanilla Bean, Wild Strawberry, Cherry, and Raspberry.

The new flavor is 70 proof (35% ABV) and available in 750mL (\$13.99 MSRP) and 1L (\$16.99MSRP) bottles. The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda, or in other delicious, sophisticated cocktails. For more information, visit SKYY.com, <http://www.facebook.com/SKYYVodka> and on Instagram and Twitter: @SKYYVodka.

### **About SKYY Vodka**

SKYY Vodka was born in San Francisco in 1992 and is steeped with the innovative and progressive spirit of California. Conceived by a first generation American inventor looking to create the world's smoothest vodka, SKYY revolutionized vodka quality with its proprietary quadruple-distillation and triple-filtration process to deliver a fresh, clean spirit. Like many things that originate in San Francisco, SKYY grew from a tiny startup into what it is today. To learn more, visit [SKYY.com](http://SKYY.com).

### **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 New York, New York. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](http://www.facebook.com/campariamerica), Twitter: [@CampariAmerica](https://twitter.com/CampariAmerica), Instagram: [@CampariAmerica](https://www.instagram.com/CampariAmerica), and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

###