



## **CAMPARI® CASK TALES: A CELEBRATION OF LEGACY IN A BOTTLE**

*Campari Unveils a Unique Expression of Classic Campari Finished in Bourbon Barrels*

**NEW YORK CITY (September 10, 2019)** – Steeped in a rich heritage dedicated to the world of art and craftsmanship, [Campari®](#), Italy’s iconic bittersweet red aperitif, is introducing a new expression to the United States in limited quantity to celebrate over 150 years of the legacy of Davide Campari. Created by revered Herbalist & Master Blender, Bruno Malavasi, Campari Cask Tales represents a new chapter in Campari’s illustrious history as a contemporary take on the classic Campari that is finished in bourbon barrels, resulting in a unique and unprecedented palate experience.

Adding a twist to the legacy that was passed down by Gaspare Campari to his son, Davide, Campari Cask Tales is an exploration into the world of cask-finishing. Bruno Malavasi experimented with casks from multiple sources to find the ideal environment to age and flavor the liqueur, which finally led to Bruno’s selection of second-fill bourbon casks, resulting in a liquid masterpiece.

On the nose, Cask Tales spotlights a traditional Campari herbal profile, balanced with a subtle spiciness from finishing in wood. On the palate, the bourbon barrel finishing smooths the bitter notes with fruity, sweet, and creamy tones, providing a delicate oaky smokiness to the legendary Campari liquid.

One of the world’s most iconic aperitifs, Campari takes great pride in celebrating and emboldening bartenders to create intriguing drinking experiences. Campari Cask Tales was largely inspired and informed by passionate bartenders from around the globe, including Leo Robitschek, Gaz Regan, and Jeffrey Morgenthaler, who shared their expertise and guidance alongside Bruno. Their invaluable insight coupled with the patience of time within the cask were essential to define the best variation of the spirit.

While Campari Cask Tales was crafted to inspire bartenders to experiment and create their own masterpieces, the unique spirit can also be enjoyed in classic, simple serves such as neat or on the rocks. Cask Tales also shines in the form of a Shakerato, where the spirit is shaken vigorously with ice and served up in a chilled cocktail glass. A simple-to-execute and delicious cocktail, the Shakerato exquisitely highlights Cask Tales’ nuanced and remarkable flavor profile.

**Bruno Malavasi, Herbalist & Master Blender**, Campari Group, spoke of the new release: *“Having worked at Campari Group for over 20 years, Davide Campari is a figure I have consistently admired for his commitment and innovation. I knew that I had to pay homage to the man who fundamentally inspired my craft. Davide’s intuitive way of connecting with the future inspired me to go out and explore the latest sensory experiences, seeing how to blend art forms and merge the future with the past. Bitter, but now slightly fruity; sweet, but just a little smoky; a unique expression has been created that keeps the iconic flavor of the original Campari.”*

The US launch of Campari Cask Tales also comes at an apt time as bitters, brown, and aged spirits continue to rise in popularity. *“It’s no secret that the Boulevardier, a Negroni variation that swaps*

*Campari® Cask Tales™ Liqueur finished in bourbon barrels and with certified colors. 25% alc./vol. (50 Proof). ©2019 Campari America, New York, NY. Please enjoy responsibly.*



*bourbon for gin, and barrel-aged cocktails are incredibly popular right now in the US market. With bourbon notes, Campari Cask Tales provides an opportunity for traditionally brown spirits drinkers and spirits aficionados alike to discover and explore the bitters category in a new way,”* noted **Melanie Batchelor, Vice President Marketing at Campari America.**

Campari Cask Tales, which has a 25% ABV, is available now in extremely limited quantities in select markets for MRSP \$69.99 per 1L bottle.

**-ENDS-**

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#### **ABOUT CAMPARI CASK TALES**

Campari Cask Tales is a unique expression of the classic Campari, finished in bourbon barrels, launched to celebrate 150 years since the birth of Davide Campari. Bourbon barrel finishing smooths bitter notes with fruity, sweet and creamy tones, providing delicate oaky smokiness to the legendary Campari liquid. Inspired by bartenders to enthuse fellow bartenders, their opinion throughout the process was essential to define the best variation of the spirit, which led to the unique creation of Campari Cask Tales. ABV 25%

#### **ABOUT CAMPARI**

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red color, intense aroma and inspiring flavor, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

#### **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

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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® Kentucky Straight Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolòn® 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](https://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.