



FOR IMMEDIATE RELEASE

**CAMPARI® LAUNCHES INNOVATIVE NEW LIMITED EDITION
ART LABEL IN TIME FOR THE HOLIDAYS**

*Campari Honors Leonetto Cappiello's Legendary 1921 "Spiritello" Poster with a
Reinterpretation by Ugo Nespolo Adorning the Spirit's Iconic Label*

SAN FRANCISCO (September 10, 2012)—[Campari®](#), the legendary one-of-a-kind red spirit, today announced the U.S. launch of a Limited Edition art label for 2012 created by the Italian artist [Ugo Nespolo](#). The new label is a reinterpretation of Leonetto Cappiello's Campari-commissioned "Spiritello" print from 1921, and has been designed to bring a colourful, contemporary, and eye-catching twist to this classic. The Campari Limited Edition art label will grace 750 ml bottles at select retail stores in major cities across the U.S. beginning in mid-October 2012, just in time for holiday gifting and entertaining.

"The Limited Edition 2012 label is a tribute to the original 'Spiritello,' created beautifully by Leonetto Cappiello, a true milestone in Campari's history of celebrating art and now permanently exhibited at the Galleria Campari," said Andrea Conzonato, Chief Marketing Officer, Gruppo Campari. "The intention of the Limited Edition label is to pay homage to the heritage of the Campari brand, and celebrate it in a fresh and original way."

Cappiello is considered a father of modern advertising thanks to his posters that revolutionized the medium. Nespolo honors Cappiello's original work by recreating the memorable red-clad goblin set amid an oversize spiralling orange rind. To it he has added a striking background comprised of abstract geometric shapes in vibrant shades of blue and beige. His reinterpretation is the latest in a series of Limited Edition labels, which have been designed to continue the legacy of Campari's dedication to art, ensuring it is accessible to all consumers.

"Having worked closely with Campari for a number of years, I have a comprehensive and deep understanding of the brand and its values," said Nespolo. "As such, I'm obviously very familiar with the legendary 'Spiritello' design, and it's a real honor for me to be asked to create a new interpretation of this beautiful artwork, originally created by such a celebrated artist."

The Limited Edition label launches at a time when reinterpretation is proving to be a global trend. This is particularly prevalent with fashion houses such as Marni and Versace, launching second lines in mainstream stores, making them accessible to a wider audience, much like Campari has been doing for years with art.

The original artwork by Cappiello, commissioned by Davide Campari in 1921, is displayed at [Galleria Campari](#), a stunning art gallery in Milan that showcases the heritage of the Campari brand through modern and contemporary art, dating from 1860 to the present day. Nespolo's adaptation of "Spiritello" will also be going on display in Galleria Campari's Hall of Fame, alongside a series of other classic Campari artworks from the last century.

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Note to Editors

For further information and high resolution images visit:

http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

About Campari

Campari is a contemporary classic. Bold, passionate and completely unique, Campari makes a dry and refreshing cocktail that can be enjoyed anytime. The recipe, hand-crafted according to the same secret family recipe invented in Italy in 1860, is the base for some of the most famous cocktails around the world, including the Negroni and the Americano. Campari's unique taste is obtained through an infusion of bitter herbs, aromatic plants and fruit, creating the consummate aperitif. With its distinct red color, aroma and flavor, Campari has always been a symbol of passion.

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 Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland's® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

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.

About Gruppo Campari

Davide Campari-Milano S.p.A., together with its affiliates ("Gruppo Campari"), is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#), Carolans, [SKYY Vodka](#) and [Wild Turkey](#) stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [Camparisoda](#), Cynar, Frangelico, [Glen Grant](#), [Ouzo 12](#), [X-Rated Fusion Liqueur](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella&Mosca and Teruzzi&Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,200 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. www.camparigroup.com

More information on the company can be found at

<http://www.camparigroup.com/en/group/main.jsp>

<http://www.youtube.com/campariofficial>

Media images are available at

http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp