



FOR IMMEDIATE RELEASE

**CAMPARI® SALUTES NEW YORK'S PDT FOR WINNING THE
FIRST-EVER JAMES BEARD FOUNDATION
"OUTSTANDING BAR PROGRAM AWARD"**

New Award Unites the Pinnacles of the Culinary and Beverage Worlds

SAN FRANCISCO (May 7, 2012) — [Campari®](#), the legendary one-of-a-kind red spirit, today applauds New York's PDT for winning the first-ever James Beard Foundation "Outstanding Bar Program Award" presented by Campari.

Campari is the inaugural presenting sponsor of this new award category that recognizes excellence in cocktail, spirits, and/or beer service. Gerry Ruvo, Chairman and CEO of Campari America, and Steve Olson, Wine & Spirits Chair of the James Beard Awards, personally bestowed the award on stage to Jim Meehan, Managing Partner, PDT, at the James Beard Awards Gala, which was held at Lincoln Center's Avery Fisher Hall in New York. More than 2,000 culinary and beverage luminaries, sophisticated foodies and media attended the much-anticipated annual event tonight.

"Cocktails and bars have been a part of restaurants ever since there have been restaurants and chefs," said Meehan. "But today, bartenders and mixologists are standing on the same stage with our heroes. It's a special moment. On the way over, I told my staff that this is the first Outstanding Bar Program award, but we're completely at home. Campari has served as a bridge between the mixology and food worlds. It is historic, it's part of many classic cocktails and it's long been enjoyed by our culinary peers."

Click here to view an interview with winner Jim Meehan: <http://bllip.tv/insider-productions/campari-awards-first-ever-prize-for-outstanding-bar-service-6133035>

The presentation of the "Outstanding Bar Program Award" marks the first time a leading U.S. culinary organization has provided this level of acclaim to a bar program, a recognition that shows the importance of the category on today's restaurant scene. The other nominees were Bar Agricole (San Francisco), Pegu Club (New York), The Aviary (Chicago) and The Violet Hour (Chicago), which were selected from 24 semi-finalists. The category attracted over 2,200 online entries.

"Take a bow, Jim, Campari salutes your grand achievement," said Ruvo. "For bar programs to be embraced at the highest level of the culinary establishment was unimaginable only ten years ago. Today, the best of the food and mixology worlds have come together as one. It is truly a historic moment."

###

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 the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, preserving, and nurturing America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#).

About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates Gruppo Campari. 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, 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>

Media Contacts:

Hanna Lee/Jen Neugeboren
Hanna Lee Communications
(212) 527-9969 (office) / (646) 752-1526 (cell)
hanna@hannaleecommunications.com
jen@hannaleecommunications.com