



CAMPARI AMERICA PORTFOLIO DOMINATES AT ULTIMATE SPIRITS CHALLENGE & SAN FRANCISCO WORLD SPIRITS COMPETITION

The Yamazaki® selected as Best in Category at both competitions, Aperol® wins Best Aperitif, and the rest of the portfolio awarded numerous medals and accolades

SAN FRANCISCO (April 16, 2012)— [Campari America](#) (formerly Skyy Spirits) reinforced its reputation for having one of the best portfolios in the industry when it was recently recognized by many of the world's top mixologists and spirits judges at two of the premier spirits competitions.

At the recent [Ultimate Spirits Challenge](#) (USC), Campari America secured the highest honor in the Japanese whisky category with a Chairman's Trophy for [The Yamazaki®](#) 18 Year Old Single Malt Whisky. The company's whisky portfolio further cemented itself as second to none with [Glen Grant®](#) 16 Year Old Single Malt Scotch Whisky, [Bowmore®](#) 18 Year Old Single Malt Scotch Whisky, [Hibiki®](#) 12 Year Old Whisky, [Hakushu®](#) 12 Year Old Single Malt Whisky, and The Yamazaki 12 Year Old Single Malt Whisky selected as finalists for a Chairman's Trophy. Additionally, more than 25 of the company's products were recognized by USC, with 19 of them receiving 90 Points (Excellent, Highly recommended) rating or better.

Campari America also bolstered its reputation in the Aperitif and Whiskies categories at the [San Francisco World Spirits Competition](#) with [Aperol®](#) selected Best Aperitif and The Yamazaki 18 Year Old Single Malt Whisky selected Best Other Whisky. Four Campari America brands won Double Gold medals, including [Wild Turkey®](#) 81 Rye, [Auchentoshan®](#) Three Wood Single Malt Scotch Whisky, [Glen Garioch®](#) Founders Reserve, and Hibiki 12 Year Old Whisky. The company's portfolio received a total of 28 medals.

"Every year these competitions validate our belief that we have the best portfolio in the industry," says Campari America Chairman and CEO Gerry Ruvo. "Furthermore, it's a huge honor to have our brands recognized by the most talented and elite group of mixologists, critics, and judges from around the globe. It's proof that Campari America has built a portfolio of category leaders in vodka, tequila, whisky, rum, aperitifs, cordials and liqueurs."

The annual Ultimate Spirits Challenge was held on March 5-9, 2012 with more than 650 spirits entered from 30 countries around the world. Led by USC Founder and Judging Chairman F. Paul Pacult and Judging Co-Chairman Sean Ludford, fourteen of the world's foremost distilled spirits authorities, including award-winning authors, spirits buyers, journalists, educators, bar owners and consultants, rated the world's finest distillates on USC's innovative multilevel system, rendering the most unassailable results in the industry.

The San Francisco World Spirits Competition held its 12th annual competition on March 22 - 25. Managed by Anthony Dias Blue, with Master Mixologist Tony Abou-Ganim as director of judging, a record number of entries, 1215 products from 61 countries, were evaluated by 34 of the finest palates from the spirits industry.

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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®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of The Glenrothes® Single Malt Scotch Whisky, 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 images are available at
http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

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