



FOR IMMEDIATE RELEASE

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**ANDERSON VALLEY BREWING COMPANY AND WILD TURKEY® BOURBON
PARTNER TO DEVELOP BOURBON BARREL-AGED CRAFT BEER**

*HANDCRAFTED BEERS FIRST TO BE AGED IN SELECT BARRELS
FROM THE ICONIC KENTUCKY BOURBON DISTILLERY*

Boonville, CA (August 14, 2012) – The Anderson Valley Brewing Company and the famed bourbon brand Wild Turkey® announced today that they will be teaming to facilitate the brewing of world-class Bourbon-barrel aged craft beers using repurposed American oak barrels from the Wild Turkey Distillery in Kentucky.

“I’ve been familiar with Anderson Valley Brewing for some time, and I’ve always admired the pride and care they take in crafting and brewing their beer,” said Jimmy Russell, Wild Turkey Master Distiller. “It’s similar to the approach we take with our bourbon, which made this partnership such a natural fit. Now I finally have a good excuse to savor a great craft beer!”

“The opportunity to partner with the Bourbon Hall of Fame Russell family and Wild Turkey is tremendously exciting,” said Trey White, Anderson Valley owner and CEO. “We have done some trial brews with a limited number of Wild Turkey barrels over the past several months and the beers to date have been awesome. We cannot wait to create some truly special craft beers with hundreds rather than a handful of barrels. The relationship with Wild Turkey provides Anderson Valley with a world class, consistent source of barrelage rather than randomly sourced barrelage in limited quantities. Anderson Valley, working with the Russell’s, will explore new frontiers in barrel aged craft beer.”

The initial production from this first-of-its-kind collaboration will be a Bourbon barrel aged Stout featuring Anderson Valley’s award-winning Barney Flats Oatmeal Stout. Aged for three months, the resulting beer will be deep ebony in hue with a beautiful mahogany head, an aroma of fresh-

baked bread, toffee, and espresso mingling with the woody vanilla notes of Bourbon whiskey and the rich roasted flavors wrapped with Bourbon.

“We chose to work with Wild Turkey not only because their whiskey is so outstanding - they are also the only major Bourbon producer to use a #4 “alligator” char on their barrels. This helps to introduce way more flavor to the Bourbon, and therefore way more flavor to our famous Barney Flats Oatmeal Stout,” continued White.

This draft-only production will be released in the fall and will be followed by packaged products in early 2013. Anderson Valley and Wild Turkey personnel will work jointly in the coming months on a variety of exciting promotional opportunities both on and off premise to expose their respective consumers to the quality and authenticity of Bourbon barrel aged products.

This partnership comes on the heels of the launch of Wild Turkey’s first-ever television advertising campaign, titled “Give ‘em The Bird.” In addition, since acquiring the brand in 2009, Campari America has introduced several, far-reaching investments and innovations including: the debut of Wild Turkey 81 Bourbon, a portfolio-wide packaging refresh, a \$50 million expansion of its distillery to double output, the groundbreaking of a new \$44 million packaging facility, and the launch of Wild Turkey 81 Rye.

More information on Anderson Valley Brewing Company can be found at www.avbc.com; <http://www.facebook.com/AndersonValleyBrewingCompany>; <https://twitter.com/avbc>. Information on Wild Turkey can be found at www.wildturkey.com, www.facebook.com/wildturkey or www.twitter.com/wildturkey.

About Anderson Valley Brewing Company

Anderson Valley Brewing is constantly striving to excite and reach new consumers with high quality craft beer. Located in the bucolic Anderson Valley region of Mendocino County, California and founded in 1987, the Anderson Valley Brewing Company is a pioneer of the American craft brewing industry. An environmentally friendly, solar powered brewery, it produces highly respected craft beers including Boont Amber Ale®, Hop Ottin’ IPA®, Barney Flats Oatmeal Stout, Summer and Winter Solstice® and a wide array of specialty craft offerings ranging from Sour Stout to Mowkeef Saison to Gatlin Damnosus amongst many others.

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, 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>

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