

## Gruppo Campari Picks up a BULLDOG

LONDON, November 14, 2013/PRNewswire/ -- **BULLDOG London Dry Gin**, deemed 'the world's most mixable gin,' has signed on with Gruppo Campari for distribution throughout the United States and certain other international markets effective January 1, 2014. Gruppo Campari is a major global spirits company and the owner of iconic brands, including Campari®, Aperol®, SKYY® Vodka, Wild Turkey® Bourbon, Appleton® Estate Jamaican Rum.

"We are absolutely delighted to announce our partnership with the BULLDOG Gin Company. With BULLDOG Gin we will become a key player in the attractive super premium gin category in key markets and, last but not least, offer our customers and consumers all, as well as the best, ingredients for the Ultimate Negroni", stated Bob Kunze-Concewitz, Gruppo Campari CEO.

"BULLDOG is super-premium, authentic, of extremely high quality, and emotionally appealing to discerning consumers around the world." said Anshuman Vohra, BULLDOG's Founder and CEO. "It is a high honor to partner with a first class organization steeped in such a rich history. This partnership fits well within our global expansion strategy and will help ensure that BULLDOG continues to cement its rightful place in the global premium gin scene."

Moelis & Co. served as the exclusive financial advisor for BULLDOG Gin.

### ABOUT BULLDOG

Since its launch in North America in 2007 and in Western Europe in 2009, independently-owned BULLDOG Gin has established itself as an iconic brand and is today one of the world's fastest growing premium gins in outlets across North and South America, Western Europe and parts of Asia – currently actively distributed in over 26 countries. Multi-award winning BULLDOG is quadruple distilled in traditional copper pot stills, infused with a mélange of 12 botanicals from eight countries, and is handcrafted in England.

BULLDOG is 40% abv and comes in an iconic deep charcoal grey coloured bottle with broad shoulders and an iconic studded collar. Currently distributed in over 25 countries, this 'Defiantly Delicious' gin is considered to be one of the fastest growing super-premium gins in the world. US-based *Wine Enthusiast Magazine* awarded BULLDOG with one of the highest ratings ever bestowed on a gin, and also named it a global 'Top 50 Spirit'.

### 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 leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, span spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 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 since 2001. For more information:

[www.camparigroup.com](http://www.camparigroup.com)

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