

CABO DIABLO

FOR IMMEDIATE RELEASE

CABO WABO® TEQUILA INTRODUCES CABO DIABLO™, A DECEPTIVELY SMOOTH COFFEE LIQUEUR WITH THE MISCHIEVOUS BITE OF TEQUILA

Rebels Will Revel in This Devilishly Delicious Spirit Just in Time for Halloween

SAN FRANCISCO (September 30, 2013) – For coffee and tequila fanatics looking to shake up the mundane, it's time to dance with the Diablo. Rolling out in select markets this fall, Cabo Diablo™ features a coffee punch coupled with an unmistakable tequila kick in this newest extension from the infamous [Cabo Wabo® Tequila](#). Enjoyed best in chilled shots, unquestionably smooth Cabo Diablo is enticing, unpredictable and rebellious – a devilish mix perfect for any Halloween celebration.

Cabo Diablo delivers delectable sweetness and a silky body with notes of rich roasted coffee, vanilla and chocolate thanks to its coffee liqueur base made with the highest quality Arabica beans. That is accompanied by a burst of 100% blue weber agave Cabo Wabo Blanco Tequila that takes your taste buds to new heights, crackling with sweet notes of blue agave, honey and pepper.

“Cabo Wabo Tequila was founded by famed rebel rocker Sammy Hagar so we wanted to make sure we captured his devilish, no-holds-barred, fun-loving attitude in Cabo Diablo,” said Kathleen Schuart, Senior Marketing Director, Campari America. “With Cabo Diablo we take the popular coffee liqueur category and body slam it with a kick of our gold medal-winning blanco tequila that will make all other shots pale in comparison.”

As surprising as the deliciously smooth liquid itself, Cabo Diablo sports a unique color-changing label with a devilish surprise appearing only when the bottle is chilled. The 35% ABV Cabo Diablo is currently available in limited release in New York, New Jersey, Connecticut, Massachusetts and Wisconsin in 750mL (\$22.99).

For more information, visit facebook.com/cabodiablo or [@cabodiablo](https://twitter.com/cabodiablo)

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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). 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, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, 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.

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