



FOR IMMEDIATE RELEASE

**CAMPARI® ANNOUNCES SPONSORSHIP OF FIRST-EVER
JAMES BEARD FOUNDATION “OUTSTANDING BAR PROGRAM AWARD”**

*24 Semi-Finalists from 18 US Cities Represent the Vanguard
of American Drinking Culture*

SAN FRANCISCO (February 22, 2012) — [Campari®](#), the legendary one-of-a-kind red spirit, today announced it will be the presenting sponsor of the James Beard Foundation Awards’ first-ever “Outstanding Bar Program Award.” The debut award category breaks new ground by recognizing a restaurant or bar that has demonstrated excellence in cocktail, spirits, and/or beer service. This year more than 2,200 entries for this new category were submitted from across the country and 24 semi-finalists were announced by the Foundation.

The James Beard Foundation Awards program is the nation’s most prestigious recognition program honoring professionals in the food and beverage industries. This year’s awards attracted 57,000 online entries for the Restaurant and Chef Awards including outstanding chef; wine and spirits professionals; best new restaurant; and rising star chef.

“We are honored to present the James Beard Foundation’s inaugural Outstanding Bar Program Award,” said Jason Daniel, Campari Brand Director, Campari America. “Campari has long enjoyed the passion and loyalty of the bartending community. It gives us great pleasure to shine the spotlight of recognition on these very worthy practitioners of the craft from across the country. With this new award, the stars of the mixology world will take their rightful place alongside their distinguished culinary peers.”

The 24 semi-finalists are listed alphabetically by city, as follows:

Alexandria, Va.

- *PX*

Atlanta, Ga.

- *Holeman & Finch Public House*
- *The Porter Beer Bar*

Boston, Mass.

- *Drink*

Chicago, Ill.

- *The Aviary*
- *The Violet Hour*

Houston, Texas

- *Anvil Bar & Refuge*

Los Angeles, Calif.

- *Rivera*

Madison, Wis.

- *The Old Fashioned*

Minneapolis, Minn.

- *La Belle Vie*

New Orleans, La.

- *Arnaud’s French 75 Bar*

- *Cure*
- New York, N.Y.
- *PDT*
 - *Pegu Club*
- Park City, Utah
- *High West Distillery & Saloon*
- Philadelphia, Pa.
- *The Franklin Mortgage & Investment Co.*
 - *Standard Tap*
- Portland, Ore.
- *Clyde Common*
- Providence, R.I.
- *Cook & Brown Public House*
- San Antonio, Texas
- *The Esquire Tavern*
- San Francisco, Calif.
- *Bar Agricole*
 - *Beretta*
- Seattle, Wash.
- *The Zig Zag Café*
- Washington, D.C.
- *The Columbia Room*

The nominees will be announced on Monday, March 19, 2012 at a press-only event at The Venetian and The Palazzo's Azure Pool in Las Vegas. The winner will be honored at the James Beard Awards Ceremony and Gala Reception on Monday, May 7, 2012 at Lincoln Center's Avery Fisher Hall in New York.

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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®, 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 Contacts:

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