



FOR IMMEDIATE RELEASE

**CAMPARI® ANNOUNCES THE FIRST-EVER “BEST APERITIVO”
COCKTAIL COMPETITION WITH THE U.S. BARTENDERS’ GUILD**

*Next Generation of Mixology Talent to be Highlighted Through Creation of
“Italian Happy Hour” Cocktails, Winner to Represent U.S. in Beijing*

SAN FRANCISCO (March 14, 2012) — [Campari](#)®, the legendary one-of-a-kind red spirit, today announced the first-ever Campari “Best Aperitivo” Cocktail Competition in conjunction with the U.S. Bartenders’ Guild (USBG). The official USBG national competition will seek out the best drinks made with Campari as an aperitivo - a pre-dinner libation designed to stimulate the appetite. The competition is open to all active members of the USBG, the leading non-profit network for professional bartenders.

The competition will start with regional mix-offs at every one of the USBG’s 29 local chapters across the U.S. from March 15 to April 15, 2012. The regional finalists will each win a trip to New York City to compete at the final competition on Sunday, May 13, 2012 during the Manhattan Cocktail Classic. The judges include industry luminaries: USBG President David Nepove, bar legend Tony Abou-Ganim, master mixologist Francesco Lafranconi, and aperitivo expert Jacques Bezuidenhout. The USBG national winner will receive a trip to Beijing to compete in the 2012 International Cocktail Competition.

“The bartending community has demonstrated amazing loyalty to Campari over the last 150 years. Today, they have reintroduced Campari to cocktail enthusiasts and foodies through their innovative drinks and have kindled the current aperitivo trend in America,” said Jason Daniel, Campari Brand Director, Campari America. “As bartenders have clearly made Campari their brand, we eagerly await the aperitivo creativity this competition will no doubt unleash.”

Beyond restoring and popularizing the classics among mainstream consumers, a new generation of craft bartenders across the U.S. has embraced aperitivo cocktails as a platform for innovation and experimentation. Highlighting the use of Campari, they have pioneered in-house carbonation, pre-bottled cocktails, barrel aging, on-tap service and other techniques to create new drinks to excite their patrons’ palates. Mixologists have also explored the evolution of the most famous Campari cocktail – the Negroni – by exploring new ingredients, from bourbon, to cognac, to mezcal, further underscoring the Campari’s versatility.

“Aperitivo cocktails have achieved unprecedented popularity from coast to coast in the U.S., thanks in large part to the revival of the Negroni, Campari’s signature cocktail,” said Abou-Ganim. “We’re delighted that Italy’s sophisticated version of ‘Happy Hour’ has taken root in America’s drinking culture. This competition will help spotlight the category’s best of the best and will introduce new classic aperitivos to the cocktail pantheon.”

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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 USBG

The USBG is the largest network of professional bartenders in the U.S. who come together to share the craft of mixology. With over 60 years of presence in the United States and International coverage in affiliation with the International Bartender's Association (IBA) in over 50 countries, the United States Bartenders' Guild is setting the standard for the profession throughout the country. With the resurgence and increasing popularity of the cocktail, there is a high demand for creative and professional bartenders. As an industry leader, the USBG is responsible for educating its members about current trends while encouraging them to start new ones. For more information, visit www.usbg.org.

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 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 can be found at www.campariamerica.com, www.facebook.com/campariamerica and Twitter: @CampariAmerica. 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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