



THE PIONEERING FINISH THAT PUTS TWIST ON TRADITION: INTRODUCING ESPOLÒN BOURBON BARREL-FINISHED AÑEJO, THE NEWEST ADDITION TO AWARD-WINNING ESPOLÒN TEQUILA PORTFOLIO

*Master Distiller Cirilo Oropeza, Pioneer of Tequila Barrel Finishes,
Unveils His First Añejo Available in the United States*

SAN FRANCISCO (SEPTEMBER 16, 2014) – Master Distiller Cirilo Oropeza has taken his beloved Espolòn Tequila to new heights with his latest experiment gone incredibly right – Espolòn Añejo. To put a creative mark on the world of Añejo tequilas, award-winning Espolòn aged tequila did the unexpected – a traditional Añejo with an Espolòn twist. In using a technique pioneered by Oropeza himself, the first of its kind in Mexico, this innovative process takes white oak-aged tequila and finishes it for two to three months in heavily charred American bourbon barrels allowing the liquid to take on the complex, rich flavor for which bourbon whiskey is famous. Brought to the United States for the first time by Espolòn Tequila, Espolòn Añejo is now available to stir things up.

Master Distiller Cirilo Oropeza brings multiple decades of expertise to the craftsmanship of Espolòn, applying as much artistry to the liquid as is found on the label. The traditional *Día de Los Muertos*-style imagery on each bottle depicts significant moments in Mexican history and pays homage to the brave men and women who fought to establish modern day Mexico. The Espolòn Añejo bottle celebrates the Jarabe de Jalisco, now considered the national dance of Mexico, also known as Mexican Hat Dance. A liquid inspired by the risqué performance banned by 19th century Mexican authorities for being controversial, Espolòn stirs things up to create a truly revolutionary Añejo.

“Our award-winning tequilas of Espolòn stand as a testament to Cirilo’s pioneering spirit, commitment to his art and a promise to never give up on his dreams,” says Kathleen Schuart, Senior Marketing Director White Spirits & Cordials, Campari America. “Cirilo doesn’t produce tequila. He creates it. Espolòn Añejo Bourbon Barrel Finish is the result of his passion for the art of tequila making and we are excited to finally share it with American tequila aficionados. We love it in distinctive cocktails, but a liquid with a finish this smooth and rich deserves to be sipped.”

Oropeza is always looking to take his tequila to new heights, whether it’s playing music as his tequila is fermenting, or experimenting with unusual techniques that go against the norm. Espolòn Añejo came to life through finishing the aged tequila in whiskey bourbon barrels, resulting in a truly unexpected and complex finish, with a medium to full-bodied taste. This Añejo has a bright, reddish-gold hue, with a balance of roasted agave and wood, and hints of dried fruits and butterscotch. Subtle notes of caramel, vanilla, dried fruits and chocolate make it perfect for sipping or on the rocks. Espolòn Añejo can also be enjoyed in distinctive cocktails.

Espolòn Añejo is the third expression in a portfolio of the handcrafted, authentic Mexican spirits born out of an intense passion to create extraordinary tequila. Espolòn Añejo, along with Espolòn Blanco and Reposado, are made from 100-percent Weber Blue Agave from Los Altos, the Highlands region of Jalisco, Mexico.

Espolòn Añejo (750ml, 40% ABV) will be available nationally for \$34.99, alongside Espolòn Blanco and Reposado (both \$25.99). For more information, visit www.EspolonTequila.com, [Facebook](#) or [Twitter](#) and [Instagram](#): @EspolonTequila.

About Espolòn Tequila

The story of Espolòn lies in the heart of Mexican history itself. Handcrafted with 100% Weber Blue Agave in Los Altos, the Highlands region of Jalisco, the award-winning tequilas are the pride of the San Nicolas Distillery and made in the Mexican tradition with modern techniques. A dream come true for Master Distiller Cirilo Oropeza, Espolòn pays homage to the legendary rooster, and is a tribute to the artists who inspired the world with their true portrayals of the rich, storied culture of Mexico. Espolòn's striking bottle artwork features the calavera (skeletons) depicting key moments in Mexican history, and led by the proud rooster, Ramón. Espolòn Tequila, voted a 2012 Hot Prospects brand by IMPACT Magazine, has seen unprecedented growth since it was acquired by Gruppo Campari in 2010, showing a 42 percent increase in 2012 with sales of more than 75,000 cases.

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, Forty Creek® Whisky, Cabo Wabo® Tequila, Espolòn® 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 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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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, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include [Aperol](#), [Appleton](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 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: <http://www.camparigroup.com>

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