

SKYY

INFUSIONS®

FOR IMMEDIATE RELEASE

SKYY® VODKA INTRODUCES FIRST-EVER MOSCATO GRAPE INFUSED VODKA, PAIRING TWO NIGHTLIFE DARLINGS INTO A SINGULAR COCKTAIL EXPERIENCE

SKYY Infusions Moscato Grape Blends Red Hot Moscato Trend with Top Spirits Category – Vodka – in Innovative Spring Product Debut

SAN FRANCISCO (March 12, 2013) – Expanding its innovative, award-winning line of infused vodkas, made with natural ingredients, [SKYY® Vodka](#) introduces new SKYY Infusions® Moscato Grape, the first-ever Moscato grape infused vodka on the market. This vibrant spirit, available this spring, blends succulent Moscato grapes with premium SKYY Vodka, creating an entirely new, sexy vodka flavor for nightlife drinking occasions.

The popularity of Moscato wine is exploding in the US. It is the fastest growing wine category in America, recently jumping to the third most-popular white wine varietal in the industry. According to Nielsen, Moscato sales grew 73 percent in 2012, the largest gain of any varietal. Consumers and bartenders have recently discovered a love for the unique Moscato flavor and are now exploring new and innovative ways of integrating it into their nightlife and drinking occasions. SKYY Infusions Moscato Grape is the first-ever infused vodka to combine the number-one flavor in the wine category with the number-one spirit in the beverage alcohol industry, offering consumers a new spirit that is perfect for sophisticated cocktail moments, capturing the current energy behind both vodka and Moscato wine.

Dubbed “the new Cristal” by the *New York Post*, Moscato wine has emerged as the darling of modern hip-hop culture and is glamorized in the lyrics of artists, including Drake and Kanye West. Malt liquors, cognac and champagne have been dethroned as the artist’s drink of choice as these stars are now seeking something new, sweet, flavorful and vibrant to embody their evolved nightlife personality. The urban community has crowned Moscato as their newest obsession. Being at the forefront of this trend, SKYY is providing fans the bright Moscato taste they love with the versatility of premium vodka.

“Until now, there has not been the option to serve Moscato as part of a premium “cocktail” other than by simply mixing Moscato wine with vodka. SKYY’s newest Infusion provides millennial consumers an easier way to create a sophisticated Moscato cocktail that combines the loved attributes of Moscato and SKYY’s award-winning vodka,” said Jason Daniel, Brand Director, SKYY Vodka. “Always pushing the envelope with trends and innovation, SKYY Vodka is the first to infuse the Moscato grape directly into premium vodka, combining the two nightlife favorites and providing cocktail enthusiasts and party goers with an easy, delectable cocktail experience.”

SKYY Infusions Moscato Grape joins the brand’s existing line of premium flavors, which includes Wild Strawberry, Coconut, Dragon Fruit, Blood Orange, Pineapple, Ginger, Cherry, Grape, Citrus, Raspberry and Passion Fruit.

Since the introduction of SKYY Vodka in 1992, Campari America (formerly Skyy Spirits) has always been an innovator. With the development of SKYY Infusions, first released in 2008, Campari America has charted a new course for flavored vodkas by creating products that cater to the current consumer trend toward natural, infused products that elevate the taste experience. In 2011, SKYY foresaw the rise of dragon fruit by launching the first ever dragon fruit infused vodka, SKYY Infusions Dragon Fruit; dragon

fruit was recently named the “super fruit of the year” by *TIME Magazine*. With the launch of SKYY Infusions Moscato Grape, SKYY is once again paving the way for new, on-trend flavor offerings.

SKYY Infusions Moscato Grape will be available in 50ml (\$1.99), 375 mL (\$10.49), 750mL (\$18.49), 1L (\$23.49) and 1.75L (\$26.99). The launch will be supported by a fully integrated marketing campaign featuring advertising, social media activities, and on-/off-premise promotions. The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda, with 7UP® or in a myriad of other delicious, sophisticated cocktails. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](https://twitter.com/SKYYVodka)

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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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