



**FOR IMMEDIATE RELEASE**

**SKYY® VODKA AND AMFAR DEBUT LIMITED EDITION BOTTLE  
TO BENEFIT THE FIGHT AGAINST AIDS**

*SKYY's First-of-its-Kind "Flocked" Blue Velvet Bottle Will Help Consumers Give Back This Holiday Season*

**SAN FRANCISCO (October 24, 2012)** – [SKYY® Vodka](#)'s iconic blue bottle is donning a new festive look this winter, all in the name of the true holiday spirit. SKYY, the number-one domestic super-premium vodka in the US, and the American Foundation for AIDS Research (amFAR), one of the leading nonprofits dedicated to ending the global AIDS epidemic, are partnering this holiday season to launch the exclusive SKYY Vodka Blue Velvet Limited Edition Bottle. The sophisticated, soft-to-touch bottle is flocked with an intricate, blue velvet pattern – a design element never before used in the spirits industry – making it the ideal, unique festive gift for consumers who want to give back this holiday.

"amFAR is an incredible organization that contributes greatly to the ongoing battle against AIDS," said Jason Daniel, Brand Director, SKYY Vodka. "We are thrilled to partner with them on the Blue Velvet Limited Edition Bottle which not only showcases SKYY Vodka's dedication to quality, innovation and style, but also our commitment to charitable giving. For holiday parties this year, we hope folks reach for the SKYY Blue Velvet Bottle as an easy and fun way to give back to their communities."

A fashionable twist on the iconic SKYY cobalt blue glass bottle, the Blue Velvet Limited Edition Bottle makes it easy for gift givers to show their true holiday spirit in style. In honor of the partnership, SKYY has also created two festive specialty cocktails:

**amFAR Holiday Spirit Martini**

3 oz. chilled SKYY Vodka  
Hint of Cinzano Extra Dry Vermouth

*Fill shaker with ice, add SKYY Vodka and a drop of Vermouth. Shake vigorously then pour into a chilled martini glass.*

**SKYY Vodka Mistletoe**

1 ½ oz. SKYY Vodka  
1 oz. Raspberry Liqueur  
Squeeze of Fresh Lemon Juice

*Mix ingredients in a shaker filled with ice. Strain into chilled, martini glass and garnish with cranberries.*

The SKYY Blue Velvet Limited Edition Bottle will be available for a limited time at liquor stores nationwide for a suggested retail price of \$18.49 for 750 ml.

For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](#)

### **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®, 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](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://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](http://www.camparigroup.com)

More information on the company can be found at <http://www.camparigroup.com/en/group/main.jsp> and [www.youtube.com/campariofficial](http://www.youtube.com/campariofficial)

### **About amfAR, The Foundation for AIDS Research**

amfAR, The Foundation for AIDS Research, is one of the world's leading nonprofit organizations dedicated to the support of AIDS research, HIV prevention, treatment education, and the advocacy of sound AIDS-related public policy. Since 1985, amfAR has invested more than \$340 million in its programs and has awarded grants to more than 2,000 research teams worldwide.

### **PRESS**

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