



**FOR IMMEDIATE RELEASE**

**X-RATED® FUSION LIQUEUR® SAYS HELLO TO YELLOW WITH THE LAUNCH OF TROPIX™**

*X-Rated Gets Tropical With A New Pineapple Coconut Blend Available This September*

**SAN FRANCISCO (September 4, 2013)** – [X-Rated® Fusion Liqueur®](#), the sophisticated spirit known for its unique taste and for making provocative pink cocktails, introduces a new flavor, TROPIX™. TROPIX is a bright yellow exotic blend of ultra-premium French vodka mingling with pineapple and coconut to create a sensuous, sweet taste that can be savored year round. TROPIX follows in the footsteps of the original X-Rated Fusion with a vibrant, fruitful taste, but instead of being pink, it dons a new electric yellow hue that is anything but mellow.

Coconut and pineapple flavors have seen massive growth in the food and beverage market recently with *USA Today* declaring for 2013 “the hottest food trend this year: all things coconut.” Embracing these beloved flavors, TROPIX infuses rich coconut with juicy pineapple, creating a sexy, tropical flavor that is the perfect complement to any cocktail occasion.

“Maintaining the colorful yet sophisticated X-Rated Fusion Liqueur character, TROPIX is destined to be a staple spirit for fashionable women. The fresh flavors are bright and luscious – and at only 81 calories per 1.5 ounce serving, TROPIX is an easy to mix and low-calorie spirit for all occasions,” said Kathleen Schuart, Senior Marketing Director, X-Rated Fusion Liqueur.

Perfect for enjoying a girls’ night out or entertaining at home, TROPIX delivers a sweet taste of the tropics that can be sipped day and night. With a refreshing, light taste, the succulent fruit flavors of TROPIX seamlessly blend with mixers like club soda and lemon-lime soda, making it a delicious and low-calorie cocktail option. TROPIX can be served over ice, relished as a cocktail, blended as low-calorie Pina Colada or enjoyed as a shot.

Signature cocktails:

TROPIX Coco Fizz

2 oz TROPIX

1 oz Coconut Water

2 oz Club Soda

Mix TROPIX and coconut water over ice in a rocks glass. Pour club soda over and stir.

TROPIX Breeze

1 oz TROPIX

1 oz SKYY Vodka ®

1 oz Pineapple juice

Shake together with ice in a shaker. Strain into a shot glass.

TROPIX will be available this September in 375 mL (\$16.99), 750mL (\$24.99), and 1L (\$35.99).

For more information, visit <https://www.facebook.com/xratedfusion> or Twitter: @XRATEDFUSION

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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](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.

**PRESS**

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