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**THE BIRD JUST ADDED A LITTLE MORE SPICE:
WILD TURKEY® 81 RYE JOINS THE FAMILY**

Legendary Kentucky Distiller Launches Oldest-Aged Rye Whiskey in its Category

LAWRENCEBURG, KY (February 21, 2012) – America has a thirst for the spicy kick of Rye whiskey, and [Wild Turkey®](#) bourbon has answered that call with a new, bold taste offering: Wild Turkey 81 Rye. The oldest-aged major Rye whiskey in its category, Wild Turkey 81 Rye will be available nationwide this spring.

Like the 2011 release of Wild Turkey 81 Bourbon, this whiskey was crafted by Wild Turkey’s Associate Master Distiller, Eddie Russell. A Kentucky Bourbon Hall of Fame™ inductee and the son of whiskey legend Jimmy Russell, Eddie had the latest cocktail tastes of both mixologists and whiskey enthusiasts in mind when coming up with Wild Turkey 81 Rye.

“Wild Turkey 81 Rye was created after talking with mixologists and whiskey lovers around the country who were in search of a Rye whiskey that wouldn’t back down to a mixer,” said Eddie Russell. “This extra-aged Rye is definitely the star of any cocktail – the flavor won’t run and hide. It stands up tall and reminds you sip after sip you are drinking real Wild Turkey whiskey.”

The smooth taste and warm smokiness of Wild Turkey 81 Rye is born from its natural aging process in American oak barrels with the deepest number 4 or “alligator” char. The final product is a kick in the pants mingling of whiskies aged 4 and 5 years -- more than other major Rye whiskies in the same category.

America’s whiskey of choice at the turn of the century, Rye whiskey lost its luster following Prohibition. Today, bartenders and whiskey fanatics have rediscovered Bourbon’s spicy cousin, fueling a 27% surge in Rye whiskey sales in the US last year¹. Mixologists appreciate the flavorful punch Rye whiskey gives to such classic cocktails as the Manhattan and The Old Fashioned.

“Eddie’s latest handcrafted innovation, Wild Turkey 81 Rye, is an ideal brother for Wild Turkey 81,” said Jimmy Russell. “This is unlike any other rye in the category because it’s distinctively Wild Turkey. There’s no mistaking that bold Wild Turkey flavor.”

Product Description:

Proof: 81

Aging: A mingling of 4 and 5-year old Rye whiskies naturally aged in warehouses without computer temperature controls

Super-Char: Uses char number 4 or “alligator char” on its barrels. This heavier char adds more flavor to the aging process, as the whiskey seeps deep into the hand-selected American Oak barrels.

Mash Bill: Uses the same well-known, unique mash bill as Wild Turkey and Russell’s Reserve® Rye whiskey products. A Rye whiskey must have a mash bill of at least 51% rye.

Tasting Notes:

Big spicy vanilla notes. Hints of Rye toast. Light smoky taste.

¹ Nielsen US

Origin:

Created by Wild Turkey Associate Distiller and Kentucky Bourbon Hall of Fame member Eddie Russell, a 30 year whiskey veteran and son of Wild Turkey Master Distiller Jimmy Russell. Together, they have more than 85 years of whiskey distilling experience.

Availability/Price:

Wild Turkey 81 Rye will be available March 2012 in the US (\$22.99 750ml)

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 The Glenrothes® Single Malt Scotch Whisky, 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 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.

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/press_media/image_gallery/campari_download.jsp

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