



GRUPPO CAMPARI TO OPEN \$40+ MILLION BOTTLING FACILITY AT WILD TURKEY DISTILLERY

*Commonwealth of Kentucky Commits up to \$2.35 Million in Incentives to Support
Bringing Packaging Capabilities Back to Lawrenceburg*

LAWRENCEBURG, KY (February 23, 2012) — [Gruppo Campari](#) (Reuters CPRI.MI - Bloomberg CPR IM) announced today its plan to build a new packaging facility at their famous [Wild Turkey®](#) site in Lawrenceburg to which the Commonwealth of Kentucky confirmed its enthusiastic support. This morning, the Commonwealth preliminarily approved up to \$2.35 million in economic incentives to help create jobs through the up to \$44 million construction project, which will provide full bottling and packaging capabilities for all of Gruppo Campari's US-distilled spirits brands, including not only the Wild Turkey Whiskey line, but [SKYY® Vodka](#) as well.

"This is a major milestone for the Wild Turkey distillery and two of Gruppo Campari's biggest growth engines," said Bob Kunze-Concewitz, CEO of Gruppo Campari. "This gives us the ownership of the full production process for our Wild Turkey brands – from distilling to aging to bottling – all in one location, while also housing the packaging of our largest US-based brand, SKYY Vodka. We are very pleased to be working cooperatively with the Commonwealth on this important project."

Slated to open in fall of 2013, the new Wild Turkey Distillery packaging facility is designed to initially handle up to four million nine-liter cases of product annually and has the capacity to support the Company's North American packaging platform well into the future, addressing the growth of Wild Turkey, [Wild Turkey American Honey®](#), Russell's Reserve®, Rare Breed® Bourbon, and SKYY Vodka in the US and around the globe.

The Wild Turkey Distillery did previously house its own packaging capabilities, but those were discontinued by the brand's previous owner in 2006. The new facility will provide cost efficiencies, improved customer service, and added production flexibility through in-sourcing the company's packaging needs.

"I couldn't be more delighted that our new owner, Gruppo Campari, has recognized the need for us to have full control of the production of Wild Turkey," said Jimmy Russell, Master Distiller and Bourbon Hall of Famer. "It demonstrates their dedication not just to our fine Bourbon and Rye Whiskies, but also to the people of Kentucky, as we look to bring more jobs and tax revenue to this great Commonwealth."

"Distilling contributes about \$2 billion dollars annually to Kentucky's gross state product," said Commonwealth of Kentucky Governor Steve Beshear. "The investment Gruppo Campari is making recently in Lawrenceburg is significant and will help bolster our economy even more. As companies like Gruppo Campari introduce Bourbon to the world, they will also be introducing them to the great Commonwealth of Kentucky."

Since purchasing the brand in 2009, Gruppo Campari has made a major financial commitment to the distillery's operations and its employees. In 2011, the Company unveiled a \$50 million expansion at the distillery, more than doubling the plant's production capabilities. This was coupled with the opening of multiple new barrel warehouses over the past several years. Gruppo Campari's up to \$44 million investment in the new packaging facility would be spread out over three years.

The popularity of Kentucky's native spirit has exploded worldwide, with demand for Wild Turkey at its highest level in history. The Wild Turkey brand currently sells more than one million nine liter cases worldwide, with strong growth in the US, Australia, Canada, and Japan. Wild Turkey is the sixth largest global bourbon brand (excluding sales of American Honey). Wild Turkey and SKYY Vodka are both distributed and marketed through Campari America in the US, Canada and Puerto Rico.

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/group/main.jsp>

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