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**WILD TURKEY® PROPELS FLAVORED BOURBON CATEGORY FORWARD ONCE AGAIN
WITH THE INTRODUCTION OF WILD TURKEY SPICED™**

*Hailing from the “Island of Kentucky,” New Flavor Designed to Grow Category by Introducing
Wild Turkey Bourbon to Spiced Rum Drinkers Looking to “Man Up”*

LAWRENCEBURG, KY (September 4, 2013) – If variety is the “spice” of life, then Spiced Rum drinkers have reason to rejoice. In a move designed to offer a more masculine choice to Spiced Rum, Wild Turkey® Bourbon has written a new chapter in its impressive history of innovation for drinkers looking to “man up” and make the bold leap into the wild world of whiskey. Forever changing the Bourbon category, the legendary brand introduces Wild Turkey Spiced™, the first-ever spiced Bourbon from the “[Island of Kentucky](#).” Featuring world-famous Kentucky Straight Bourbon with exotic spice, Wild Turkey Spiced is the consummate choice for drinkers curious about Bourbon and looking to trade-up from Spiced Rum.

At 86 proof, Wild Turkey Spiced is a truly unique Bourbon experience that maintains Wild Turkey’s signature bold flavor while highlighting spiced cues previously found only in island spirits. Wild Turkey Associate Master Distiller and Bourbon Hall of Famer Eddie Russell created an eminently mixable, yet sip-able spirit with a sweet and spicy taste profile that can be enjoyed on its own, but really shines when mixed with cola.

“I wanted to develop a liquid that brought to life the best of our robust Bourbon, while borrowing cues that have made island spirits so appealing,” said Eddie Russell. “As the category continues to grow, many people, especially rum drinkers, are becoming curious about Bourbon and its sophisticated, more pronounced taste profile. We believe Wild Turkey Spiced is the perfect drink to bring them into the category.”

With the combination of island spices and Wild Turkey Bourbon heritage, Wild Turkey Spiced mixes the best of Kentucky and the Islands like no one has ever done before. Supported by a unique, tongue-in-cheek digital campaign that conveys what life is like on the “Island of Kentucky,” the marketing will take aim at the notion of graduating from Spiced Rum to the classic, all-American spirit – Bourbon.

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Boasting taglines like “Bourbon with a nautical twist – whatever nautical means” and “We considered putting a pirate on the label, until we realized pirates wear tights,” the “Island of Kentucky” embodies a macho mindset that transports nascent Bourbon drinkers to a fictional landscape where they can turn in their boring Spiced Rum credentials for something that invokes chest thumping, fist bumping and tremendous feats of strength – Wild Turkey Spiced. The campaign was developed by Wild Turkey creative agency of record VITRO of San Diego.

“One of the pillars for the Wild Turkey Bourbon brand has always been innovation and experimentation, while maintaining our commitment to quality and heritage,” said Andrew Floor, Group Brand Director, Wild Turkey. “In our Associate Master Distiller Eddie Russell, we have one of the most inventive Bourbon minds in the industry; someone who can bring innovation and tradition together to create signature products that drive the Bourbon category to new heights.”

The release of Wild Turkey Spiced continues a nearly 40-year tradition of innovation dating back to 1976 when Wild Turkey took the category in a completely different direction with the original honey flavored Bourbon, better known today as American Honey®.

Like all Wild Turkey Bourbons, Spiced is born from a natural aging process using American oak barrels with the deepest number 4 or “alligator” char that is used to age every Wild Turkey Bourbon variant. Wild Turkey Spiced joins a growing product line-up that features flagship Wild Turkey Bourbon 81 and 101, Wild Turkey Rye, Wild Turkey Forgiven™, Rare Breed®, Kentucky Spirit®, American Honey® and Russell’s Reserve®.

Wild Turkey Spiced will be available nationwide beginning in the fall of 2013 with a suggested retail price of \$22.99 per 750 ml bottle. Visit IslandofKentucky.com for additional information.

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.

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 leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, span spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 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 since 2001. For more information: www.camparigroup.com.

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