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PRESS RELEASE

Wild Turkey American Honey announces upcoming American Honeys 2011 Calendar

Wild Turkey American Honey is excited to announce their upcoming American Honeys 2011 Calendar and exclusive Sydney launch party to be held in November. In addition, American Honey is thrilled to introduce their two new Australian brand ambassadors, Zoe Balbi and Megan Brunskill who were chosen from over 100 eager potential ambassadors who were keen to represent the American Honey brand.

Kicking off their duties, both Zoe and Megan were flown to Los Angeles for a photo shoot and will appear in the American Honeys 2011 calendar along with a selection of Honey's from the USA. They will also host the highly anticipated exclusive event in Sydney in celebration of the calendar launch.

Marketing Manager for Wild Turkey Australia, Scott Duncombe says "having just taken over the brand, this is Campari's first big marketing activation for **Wild Turkey American Honey**. We are very excited about launching two Australian locals into the American Honey calendar and we are looking forward to a big future for the brand."

The new brand ambassadors were recently granted the opportunity to meet the two master distillers of Wild Turkey Bourbon, Jimmy Russell – Master Distiller and Eddie Russell – Associate Master Distiller. They were given an insight into how the Wild Turkey range is made, matured and bottled to make it the genuine premium brand it is highly renowned for today. The father and son duo use their 80 years plus experience to ensure Wild Turkey bourbons are as good in the hand as they are when they leave the distillery.





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About American Honey

With a deep golden hue, American Honey has an exceptionally smooth palate of pure and natural honey with subtle bourbon notes and a long, rich finish. The only bourbon-based liqueur on the market, Wild Turkey American Honey brings out the best flavours of this premium bourbon, but with an exceptionally smooth sweetness that's hard to resist.

Wild Turkey American Honey is best served chilled over ice or straight up but also makes delicious cocktails. American Honey certainly rounds out Wild Turkey's portfolio of exceptional products. For more information on the Wild Turkey Bourbon range, including American Honey go to www.wildturkeybourbon.com.au

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For further information on Wild Turkey Bourbon® history visit:

http://www.camparigroup.com/en/press_media/history_communication/wild_turkey_html.jsp

About Wild Turkey Bourbon®

Wild Turkey Bourbon® is made in the heart of Kentucky where all good bourbon whiskies come from, and gets its unique name through being the staple of a legendary Wild Turkey hunting trip. Wild Turkey Bourbon is a "Straight Kentucky Bourbon" and has been made without compromise in the traditional fashion for over 150 years to ensure its high quality and premium positioning. The distillers employ the highest possible standards in the selection of all ingredients.

The Wild Turkey Bourbon® range in Australia comprises of the original Wild Turkey Bourbon®, 101 Proof 8 Year Old, Wild Turkey Bourbon American Honey and Wild Turkey Bourbon Rare Breed. Plus the Ready to Drink (RTD) range, which is exclusively available in Australia in cans and bottles.

About Gruppo Campari

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 US 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 and SKYY Vodka, stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, Zedda Piras, X-Rated 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 2,000 people. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange.

www.camparigroup.com

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