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## WILD TURKEY® UNVEILS FIRST MAJOR KENTUCKY DISTILLERY EXPANSION IN DECADES

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Distillery Capacity Doubled to Meet Growing Demand for Famous Bourbon and Rye Whiskey Brand.

LAWRENCEBURG, KY (June 21, 2011) – Wild Turkey® is spreading its wings. The honorable Governor of Kentucky, Steve Beshear, joined famed Wild Turkey Master Distiller Jimmy Russell and executives from brand owner Gruppo Campari at a ceremony today in Lawrenceburg to unveil the state's first major distillery expansion in decades. Representing a potential boon for the local economy and the tourism industry, the new \$50 million distillery will allow Wild Turkey to double its production to meet the growing global demand for its iconic Bourbon and Rye whiskies.

"The Wild Turkey Distillery has a distinguished history with the Commonwealth and an even brighter future with the announcement of its recent expansion plans," Gov. Beshear said. "This company displays its Kentucky roots proudly, and its investment in Kentucky has reaped great success and respect worldwide. This expansion will not only bring the potential of more jobs to our Kentucky families but will also bring continued stability and longevity to this remarkable business."

The new 134,000 square foot facility expansion makes Wild Turkey not only one of the biggest whiskey distilleries in Kentucky, but in all of North America. It is capable of producing up to 11 million proof gallons of liquid annually, up from the 5 million proof gallons of the previous distillery which was first put into operation back in 1869.



"I was surprised to learn that no major distillery expansion had occurred in Kentucky for several decades," said Bob Kunze-Concewitz, CEO of Gruppo Campari. "This project reflects the confidence we have in the growth

prospects of the iconic Wild Turkey family of brands. We are pleased our distillery expansion will not only be able to meet the increased demand for this great product, but that it will also bring potential economic benefits to the people of the area and the Commonwealth of Kentucky.”

Wild Turkey Bourbon is a leading premium bourbon in US, Australia and Japan. Gruppo Campari, which acquired the Wild Turkey business in 2009, intends to develop the family of brands in its international distribution network.

“This expansion celebrates every individual who has ever worked at our distillery and helped us to craft Wild Turkey Bourbon,” said Master Distiller Jimmy Russell, the Bourbon legend with 57 years of experience, who played an active role in the planning of the facility. “This fine new home of ours means that we’ll continue to raise the profile of Bourbon, creating more of the Wild Turkey that you know and love, and bringing this little piece of Kentucky to more people around the world.”



The expansion of the Wild Turkey distillery is just one piece of news coming out of Bourbon Country this month for the brand. Wild Turkey also recently announced the birth of Wild Turkey 81 (available in the US only) - a new, mixable Bourbon from Jimmy’s son, Associate Distiller and fellow Kentucky Bourbon Hall of Famer Eddie Russell. In addition, the entire Wild Turkey line in the US will get a packaging refresh as well as a new marketing campaign called “Give ‘em the Bird,” which folks can now see at [www.facebook.com/wildturkey](http://www.facebook.com/wildturkey).

Also, in Australia, the glass spirit is getting a packaging upgrade later in 2011, with a new advertising campaign and a new addition to its ready-to-drink product line, this brand is set to grow to new height. With the recent successful launch in Australia of the 101 Premium RTD, both trade and consumers are loving the new addition to the RTD range. This addition will continue to drive the brand as a premium Kentucky straight bourbon, which is something that the consumers have been asking for.

The new distillery features multiple upgrades, including improved emissions controls, water recycling and a renewable fuel system. The first aged Wild Turkey from the new distillery will be available to whiskey fans in 2016. The brands produced at the Wild Turkey distillery for Australia include the iconic Wild Turkey 101, Wild Turkey 86.8, Wild Turkey Rye, Rare Breed<sup>®</sup>, Russell’s Reserve<sup>®</sup>, and American Honey<sup>®</sup>.

More than 200 people were in attendance to raise a glass to Wild Turkey’s milestone including Governor Beshear; Lawrenceburg Mayor Edwinna Baker; Gruppo Campari’s Chairman, Luca Garavoglia, and CEO, Bob Kunze-Concewitz; Skyy Spirits CEO and Chairman, Gerry Ruvo; and many other industry partners.

## **Note to editors**

To download high-resolution images of Wild Turkey, visit:

[http://www.camparigroup.com/en/press\\_media/image\\_gallery/wild\\_turkey.jsp](http://www.camparigroup.com/en/press_media/image_gallery/wild_turkey.jsp)

For further information on Wild Turkey Bourbon® history visit:

[http://www.camparigroup.com/en/press\\_media/history\\_communication/wild\\_turkey\\_html.jsp](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 Bourbon86.8®, Wild Turkey 101, 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**

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](http://www.camparigroup.com)

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