

AWARD-WINNING FORTY CREEK DISTILLERY TAKES FIRST SHOT AT TELEVISION

“FROM A GOOD PLACE” HIGHLIGHTS THE PLACE AND PEOPLE BEHIND THE FORTY CREEK'S SUCCESS.

TORONTO, ON – Largely credited with revitalizing the once-stagnant Canadian whisky category, Forty Creek Distillery will air its first-ever TV spots to audiences across English Canada. From a Good Place is a campaign that honours the history of Forty Creek, and the contributions of those who helped make the brand what it is today.

The story of Forty Creek is one that is as richly crafted as its range of complex, yet approachable whiskies. First established in Grimsby, Ontario, Forty Creek earned its base of loyal followers by sampling consumers one-by-one, demonstrating the brand’s unique blends that put flavour first. The brand’s reputation quickly grew thanks to word of mouth, helping Forty Creek steadily climb within the ranks of Canadian Whisky.

Prominently featured in the creative is Master Blender Bill Ashburn, who has worked tirelessly on perfecting Forty Creek’s award-winning blends since the company was first born. To this day he remains a central figure in the production process, providing his discerning stamp of approval to all of the whiskies that Forty Creek produces.

“There are so many dedicated, hard-working individuals behind Forty Creek’s success,” says John Andersen, Senior Brand Manager, North American Whiskies. “This commercial not only introduces Forty Creek to new audiences but also celebrates those who have been essential in making Forty Creek an internationally-recognized and awarded whisky. We couldn’t be more proud that our first ever television commercials honour our deserving team.

The From a Good Place creative was developed by Cossette’s Toronto office. Launching April 17th, the campaign features a significant media buy managed by Exceleator Media. From a Good Place will air to a national audience, running primarily during sports programming (MLB, NBA, NHL playoffs, PGA golf) with a secondary focus on late-night television. In the digital space, the ad will be featured as pre-roll on YouTube, as well as on TSN and Rogers Sportsnet digital properties. National media relations for Forty Creek are managed by Your Brand Integrated Marketing Communications Inc.

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's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. In 2014, The Group acquired Forty Creek Distillery Ltd., a Canadian spirits company with a portfolio of brands including whisky, vodka, brandy, rum and liqueurs. Internationally-recognized for its superior taste and quality, the multi-award winning Forty Creek Whisky serves as both the fastest growing brand in its category across North America and Canada's first successfully launched whisky brand in over 70 years. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 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: <http://www.camparigroup.com/>. Please enjoy our brands responsibly.

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