



# CAMPARI UK

## COMPANY PRESENTATION 2017



# SPECIAL BRANDS, SPECIAL PEOPLE

## About Campari UK

Campari UK is Gruppo Campari's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises of 40 Camparistas from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Aperol, Campari and Frangelico. The second group is the white & dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky bourbon, Grand Marnier and Bulldog Gin.

The company spans an unrivalled range of more than 50 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

Want to know more about  
Gruppo Campari worldwide?



Click on the icon to **watch the video!**

# SPECIAL PEOPLE...

A multicultural and dynamic team composed of 40 “**Camparistas**” from 10 different nationalities. Sustained by a long term vision & strong values.

“

We develop unique and premium brands with a consumer centric approach, which makes us the natural partner choice for Britain’s best on-trade accounts.

”



# OUR VALUES & MISSION



“

We aim to remain a highly profitable and fast growing top player in the spirits industry by combining our passion for brand building with entrepreneurial drive and functional excellence.

”

# SUSTAINABLE CAMPARI



SUSTAINABLE  
**CAMPARI**

**PEOPLE**

Camparistas are the first ambassadors of our Group around the world and one of the most important assets in assuring the success of our business. Nurturing each unique talent is crucial to embrace the challenges and opportunities presented by the market.



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**RESPONSIBLE  
PRACTICES  
AND MARKETING**

Gruppo Campari actively promotes a culture of responsible drinking, having the deep conviction that its brands are a way to enjoy pleasurable moments, celebrations and sociable occasions. Our Group strongly condemns excessive, inappropriate or illegal consumption of alcohol.



SUSTAINABLE  
**CAMPARI**

**QUALITY, HEALTH,  
SAFETY AND  
ENVIRONMENT**

Consumer safety and worker well-being are key factors for Gruppo Campari's business: this is why Health and Safety in the workplace and protection of the Environment are the milestones upon which our Group bases its production activities.



SUSTAINABLE  
**CAMPARI**

**RESPONSIBLE  
SOURCING**

Gruppo Campari's focus is on providing the best products possible to our customers and consumers, and aims to reach this objective by always choosing superior, top-tier business partners. Establishing fair, transparent and loyal relationships enables our Group to offer products of the highest quality while constantly delivering a competitive advantage.



SUSTAINABLE  
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**COMMUNITY  
INVOLVEMENT**

In the last few years, Gruppo Campari has grown significantly both in terms of geographical expansion and number of people employed, and it is now directly present in several countries with different social landscapes. For this reason, our group is committed to promoting excellence, entrepreneurship and equal opportunities.



## OUR PORTFOLIO AT A GLANCE

# GLOBAL PRIORITIES

Gruppo Campari Global Priorities are



**LIVE AUDACIOUSLY**

SKYY sees the world not as it is, but as it could be.

Since our beginning, we've always been looking forward even when others prefer to look back. Born from the pioneering spirit of California and a vision for change, we forever transformed what vodka could be. We still live out that spirit today and invite others to join us in seizing their dreams.



**RED PASSION**

Campari is a contemporary and charismatic classic. Its vibrant red color and intense aroma are the base for some of the most famous cocktails around the world. Campari is a worldwide icon of passionate Italian style and excellence.



**APEROL SPRITZ #1 ITALIAN COCKTAIL\***

Aperol is the perfect aperitif: bright orange in color, light and low in alcohol with a unique bitter-sweet taste. Its signature drink, Aperol Spritz is the ultimate contagiously social drink.



**BOTTLED BUT NEVER TAMED**

Wild Turkey is an American icon. Under the stewardship of our Master Distillers Jimmy and Eddie Russell, our award winning Kentucky Straight Bourbon Whiskey is revered across the world. Our high rye mash bill, charred barrels and longer aging guarantee a whiskey that's big and bold, yet incredibly smooth.



**DISCOVER THE PLEASURE OF APPLETON ESTATE**

For over 265 years we have been cultivating sugar cane and crafting the finest rum on the Appleton Estate adding the warmth, passion and the unique spirit of our Jamaica to every drop. Appleton Estate is a truly beautiful rum – delicious and alive, vivid and deep with flavour, complexity and aromatic.



**ICONIC ORANGE & COGNAC LIQUEUR**

Since its creation in 1880, Grand Marnier liqueur has been the iconic spirit of vibrant French lifestyle around the world. It is made from the unique combination of the finest French cognacs and essence of exotic Caribbean oranges. The Grand Marnier bottle, whose roundness evokes the silhouette of the copper Cognac still, has not changed for over a century making it timeless.

\* Source: GfK Total Single Source Panel data - Italian market release 2014.2, processed by DCM S.p.A.

# OUR PORTFOLIO AT A GLANCE



ITALIAN SPIRITS & VERMOUTH



RUM



BOURBON & SCOTCH WHISKY



LIQUEURS



WHITE SPIRITS



## CATEGORIES & BRANDS



Almost a “religious” ritual in Italy, **APERITIVO IS THE COUNTRY’S HAPPIEST HOUR**. The aperitif moment is infinitely more than just having a drink - it is synonymous with the **SOPHISTICATION AND SOCIABILITY OF ITALIAN CULTURE**.

Campari o’clock: In Italy Aperitivo drinks are often the establishment’s proudest accomplishment and are based around classic cocktails such as the **NEGRONI, THE AMERICANO** and **APEROL SPRITZ**. Gruppo Campari with its Italian spirits portfolio firmly owns the category and the moment of consumption, with Aperol Spritz being the **#1 COCKTAIL IN ITALY\***.

**DIGESTIFS** are after dinner drinks which have been traditionally thought to aid digestion after a meal. Popular digestives in Italy are “**AMARI**” such as **CYNAR** and **AVERNA**.

**ALIGNED WITH GLOBAL TRENDS.** The last decade has witnessed an extraordinary global resurgence in cocktail-making and in particular the rise of a definite trend towards bitter drinks, with a special interest in the Italian heritage brands.

As a consequence a growing number of cocktails are now flavoured with bitters.

Campari UK owns the most comprehensive portfolio of premium Italian liqueurs and bitter specialties in the UK: in line with the current global bitter trend and the growing appreciation of premium, crafted products with authenticity and tradition, our Italian brands **CAMPARI, APEROL, CYNAR** and **AVERNA** have rapidly gained popularity in the UK, driven by high bartender advocacy and increasing consumer interest.

All these brands are becoming a must have in the London’s bar scene, which conveys the joy of the Italian way of life, where time spent together is time well spent. Cin Cin!

\*IWSR Database 2014



## #ItStartsNow

ITALY'S FAVOURITE LIGHT APERITIF: ZESTY AND REFRESHING

**APEROL** is the perfect aperitif. Bright orange in colour it has a unique bitter-sweet taste deriving from a secret recipe that has remained unchanged since its creation. An infusion of precious primary components, many herbs and roots in a perfectly balanced combination. Aperol's strength is its low alcohol content, **only 11%**.

Created in 1919 in Padova, it was a product of the Barbieri Brothers who launched the revolutionary idea of an aperitif with low alcohol content.

From then until today the popularity of Aperol has grown continuously, thanks to its sparkling and refreshing signature drink, the **Aperol Spritz**, one of the **fastest-growing cocktails in the UK on-trade\*** and the **#1 Italian cocktail**.

\*CGA Report 2014

**THE FASTEST GROWING BRAND  
IN THE UK BITTERS AND APERITIFS  
CATEGORY \***

**"SPECIALITIES BRAND CHAMPION 2015"  
(THE SPIRITS BUSINESS)**

### Aperol Spritz

75 ml Prosecco

50 ml Aperol

A dash of  
Soda Water

Garnish with  
an orange slice



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# CAMPARI®

## #RedicoverRed

Invented in 1860 by Gaspare Campari, **CAMPARI** is a contemporary and charismatic classic. Its vibrant red colour and intense aroma are the base for some of the most famous cocktails around the world and it's the most named brand in cocktail menus in London's most influential bars.\*

A distinctive, **BITTERSWEET, SPIRIT APERITIF** with a unique and unmistakable red colour, at 25% ABV. **EXTREMELY VERSATILE** and an essential ingredient of many classic cocktails, Campari is a worldwide icon of passionate Italian style and excellence.

Campari is the essential ingredient in the **NEGRONI**, the timeless classic that originated in the Bar Casoni in Florence in the 1920's.

THE NEGRONI IS LISTED  
IN THE IBA OFFICIAL DRINKS LIST,  
IN "THE UNFORGETTABLE" CATEGORY

\* CGA Influencers report 2014

### Negroni

25 ml Campari

25 ml Gin

25 ml Cinzano  
1757 Rosso

A zest of Orange



### Campari & Tonic

50 ml Campari

Top with  
Tonic Water

A slice of lime



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## NEGRONI READY TO ENJOY

### The Original Negroni Cocktail at the Ultimate Venue: Yours

**NEGRONI READY TO ENJOY** is a premium, readily crafted Negroni cocktail which blends quality ingredients (Campari, London dry gin and sweet red vermouth) respecting the traditional recipe that originated in the Bar Casoni in Florence in the 1920's.

The Negroni Ready to Enjoy is perfect every time you want a genuine Negroni cocktail at yours, with your friends. Simply pour it over ice, stir and enjoy.

Because there is NO **NEGRONI** WITHOUT **CAMPARI**.



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## DELIVERING UNPRETENTIOUS ENJOYMENT

**CINZANO** comes about from the perfect union of wine, alcohol, sugar and an infusion of herbs and spices.

**CINZANO BIANCO** has a fragrant, full-bodied and delicate aroma, it is sweet and extremely versatile.

**CINZANO ROSSO** was born in Turin and is known throughout the world thanks to its rich infusion of herbs and spices of prestige and quality and its delicate yet persistent and characteristic aftertaste.

**CINZANO DRY** is delicately flavoured: it can be enjoyed straight or with ice and is perfect base for many dry cocktails.

This unique premium vermouth has been bottled to celebrate and pay homage to Cinzano's founding fathers, Giovanni Giacomo Cinzano and Carlo Stefano Cinzano, who in 1757 started their business in Turin.

**CINZANO VERMOUTH "1757"** is a small batch production in numbered bottles, handcrafted gently infused with the finest mature blend of aromatics. It is intensely rich with a velvet bitter finish. Its balanced full-bodied flavors enrich and enhance the most famous classic Vermouth based cocktails such as the Negroni and the Americano.

**CINZANO'S RECIPES ARE UNIQUE AND HAVE BEEN KEPT SECRET FOR OVER 250 YEARS**

*My Old Pal*  
45 ml Wild Turkey  
Rye  
25 ml Cinzano  
1757 Dry  
25 ml Campari





## A TRULY ORIGINAL BITTERSWEET LIQUEUR

A **MODERN AND VERSATILE** artichoke-based bittersweet liqueur, with a distinctive flavour.

Created in **1952 IN VENICE**, Cynar's unique taste is the result of the infusion of 13 herbs and plants.

**RECEIVED DOUBLE GOLD** at the **2015** San Francisco World Spirit Competition.

The Signature drink is the **CYNAR JULEP**.



### *Cynar Julep*

*50 ml Cynar*

*25 ml fresh  
Pink Grapefruit  
Juice*

*5 ml Sugar Syrup*

*5 Mint Leaves*



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# AVERNA

## SYNONYMOUS WITH ITALIAN LIFESTYLE AND TRADITION

Amaro Averna is an **AUTHENTIC ITALIAN** Digestivo (after dinner drink).

Created in **SICILY IN 1868** by a Benedictine monk and still produced today using the **ORIGINAL RECIPE**.

It's made using **100% NATURAL INGREDIENTS** and each of the production phases are carefully supervised to guarantee the authenticity of the ingredients and the **HIGH QUALITY** of the product.

THE FULL TASTE OF LIFE

### Averna on the Rocks

50ml Averna

Serve in a rock  
glass over ice



# Frangelico



## The Original Hazelnut Liqueur

**FRANGELICO** is produced in the Piedmont region of northern Italy, and its origins date back more than 300 years to the presence of early Christian monks living in the hills of the area. Their skills in fine food and drink would have included the art of distilling, especially the use of the wild hazelnuts and other local ingredients to create a liqueur on which Frangelico is based today.

Frangelico's **IRRESISTIBLE HAZELNUT TASTE** starts with some very special hazelnuts. They even have their own name - **Tonda Gentile** - and are a speciality of the northern Italian region of Piedmont where Frangelico is produced.

Its **MODERATE ALCOHOLIC** content (20% ABV) and light texture make Frangelico perfect for consuming **OVER ICE** as well as in many different cocktails.

Signature drinks: **FRANGELICO SHOT & HAZELNUT MARTINI**

*Frangelico Shot  
With lime*

*50ml Frangelico  
Squeeze of fresh lime*

*Frangelico  
Hazelnut Martini*

*25ml Vodka  
25ml Frangelico  
25ml espresso  
10ml illyquore  
Ice*





## ILLYQUORE

LIQUORE DI CAFFÈ

100% ARABICA

### Illy Taste, Campari Heart

Created in **2007** by Gruppo Campari & illycaffè. One of the very few coffee liqueurs on the international market made with **REAL ESPRESSO** and an alcoholic base, without added aromas or colouring.

A sophisticated **AFTER-DINNER DRINK** and an ideal ingredient for cocktails. Versatile in a **CONTEMPORARY STYLE**, it can be enjoyed cold and straight, with ice or shaken.

Signature drink: the timeless classic **ESPRESSO MARTINI**.

ILLYQUORE: ONE OF A KIND

#### Espresso Martini

25ml Vodka  
25ml Illyquore  
25ml cold espresso  
Ice





## RUM

The rum category is enjoying a renaissance, with premium brands and the golden & spiced segments leading the way.

Rum is the key ingredient in cocktails and accounts for 28% of all cocktail serves, also thanks to the increasing popularity of tiki-style bars and drinks.

**APPLETON ESTATE** is driving the premiumisation of the rum market, growing value and share via distribution gains across the channels. Appleton is currently the **#3 BRAND** in the off-trade golden rum market.

**WRAY & NEPHEW WHITE OVERPROOF**, unique to the category, enjoys 81% of Premium White rum share (IWSR) and it is growing steadily via its fan base of bar-tenders, Jamaicans and leading edge young consumers.

**KOKO KANU** is also taking advantage of its unique category position, with high double digit growth in the on-trade.

## BOURBON & WHISKY

**BOURBON IS A HOT CATEGORY** in the UK, with the renaissance of Bourbon and rise in American themed restaurants and speak-easy style bars where the bold, smooth character and distinctive **WILD TURKEY** stands out.

**SCOTCH WHISKY** is the #2 biggest spirits category and Single Malt continues to grow volume in the on-trade, whilst blended is declining. **GLEN GRANT** is the **#7 LARGEST SINGLE MALT BRAND GLOBALLY** and growing healthily in the UK.

## WHITE SPIRITS

To complete the offer, Campari UK is proud to market **SKYY VODKA**, the **#4TH LARGEST GLOBAL PREMIUM VODKA**, and **BULLDOG GIN**, one of the **WORLD'S FASTEST GROWING** premium gins. The gin market momentum continues to build, as younger consumers increasingly enjoy gin.

In the **CACHACA** category, **SAGATIBA** from Brazil is now the **WORLD'S #1 PREMIUM CACHAÇA** with strong appeal and growth of the Caipirinha cocktail.

The **TEQUILA** category continues to grow and Campari UK is proud to offer **ESPOLON**, an **AWARD-WINNING SUPER PREMIUM TEQUILA**, superbly handcrafted with single-sourced **100% PURE BLUE AGAVE**.

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**MAI TAI:** listed in **27% OF INFLUENCERS ACCOUNTS**. Described by the bartender's Tahitian friends as **"OUT OF THIS WORLD - THE BEST!"**

## FROM JAMAICA WITH LOVE

The **APPLETON ESTATE**, a glorious and fertile land located in the heart of Jamaica was created in 1749 and is the **OLDEST SUGAR ESTATE** in production. The employees at Appleton Estate have been crafting this rum with the warmth, passion, and unique spirit of Jamaica for over 265 years.

At the Appleton Estate the production of rum is a craft. Every step in the process is carefully controlled, from the selection of the varieties of sugar cane that are grown on the Estate, to the natural culture of yeast and the crystal clear water from the Estate's spring that is used in fermentation, to our unique distillation and blending methods.

All Appleton Estate rum is produced on a single estate in a small circumscribed geographic area, which makes it one of the few rums in the world to claim a terroir and the only rum in the world that has a terroir as unique as the Nassau Valley.

The distinctive Full Bodied Flavour is the signature of **AUTHENTIC JAMAICAN RUM**, an **AWARD-WINNING** rum from 1862 and the **#3 MOST LISTED GOLDEN RUM** in influencer accounts (CGA 2014).

### Mai Tai

50ml Appleton Estate  
25ml fresh lime juice  
12ml orange curacao  
12ml orgeat  
12ml sugar syrup  
A spring of mint  
Lime wedge  
Cubed and crushed ice





## APPLETON ESTATE 21 YEAR OLD: RARITY AND LUXURY

A **LUXURIOUS** sipping rum that will delight the palate of the discerning connoisseur.

The rums that make up Appleton Estate 21 YO are aged for a minimum of 21 years. They were **CAREFULLY SELECTED** for their unique character, flavour and bouquet.

## APPLETON ESTATE 50 YEAR OLD: A TRULY RARE MASTERPIECE

A **LIMITED EDITION RUM** released to celebrate the 50<sup>th</sup> anniversary of Jamaica's independence.

Made up of minimum aged 50 year old rums, it is believed to be the **OLDEST RUM IN THE WORLD** available for sale.

The culmination of a **TIMELESS PROCESS PERFECTED** by the connoisseurs at the Appleton Estate.

Only 800 bottles of this rum have been created.





## APPLETON SPECIAL JAMAICA RUM

Appleton Special Jamaica Rum is a **PERFECT BLEND** of fuller-flavoured traditional pot and lighter column still rums.

Medium bodied, **EXCEPTIONALLY SMOOTH** and mild with a delicate, fruity bouquet and a hint of exotic spices.

It makes **THE PERFECT 'RUM AND COLA'** and is an ideal complement to long drinks and colada/daiquiri-style cocktails.

## APPLETON WHITE JAMAICA RUM

Appleton White Jamaica Rum is a **TRULY VERSATILE RUM**

**RICH POT STILL** and **LIGHT COLUMN STILL** rums are blended, aged and then filtered slowly through special charcoal filters.

Appleton White Jamaica Rum is a **LIGHT-BODIED** rum that is brilliantly clear and **EXCEPTIONALLY SMOOTH** and a perfect complement to soft drinks, fruit juices and exotic punches.

*Appleton  
& Cola*





## PROUD, UNDILUTED JAMAICAN SPIRIT

Produced in **JAMAICA SINCE 1825**, Wray & Nephew White Overproof rum truly represent the **PROUD, UNDILUTED SPIRIT OF JAMAICA**.

It is **AWARD-WINNING** since 1862. With its **UNIQUE BALANCE** of flavour and strength, it is an iconic and culturally recognized brand in Jamaica, **AUTHENTIC** and **TRADITIONAL**.

It holds **93% VOLUME SHARE** of the premium rum segment and it's **#1 RUM IN JAMAICA** with 90% value share.

In UK it is the **#1 LISTED RUM IN INFLUENCER ACCOUNTS** and has very strong bartender advocacy.

Signature Serve: **REGGAE RUM PUNCH**.

### Reggae Rum Punch

25ml WNO Rum  
50ml Orange Juice  
50ml Pineapple juice  
25ml Grenadine or Strawberry syrup  
1 fresh lime  
Cubed ice

### Wray n' Ting

25ml Wray & Nephew Overproof Rum  
Ting grapefruit soda  
Lime wedge  
Cubed ice



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# KOKO KANU

*Original*  
JAMAICA RUM WITH  
COCONUT FLAVOUR

## A BARTENDERS' FAVOURITE

**KOKO KANU** (37,5% ABV) is a subtle blend of the **FINEST WHITE AGED JAMAICAN RUMS** and **COCONUT**. Thanks to its superior quality and fully body rum flavour, it has soon become a **BARTENDERS' FAVORITE** in the UK.

Koko Kanu can be used in a variety of drinks, over ice or with your favourite mixer.

The Signature Serves are the **KOKO KOLADA** and the **KOKO DAIQUIRI**.

**PINA COLADA** is the second most ordered Cocktail in the UK after the Mojito (CGA 2014).

«For the Malibu lover hiding in all of us comes this very well made coconut rum. What sets it apart is that it has a huge coconut flavour without any sickly sweetness.

It's fast becoming a bartenders' favorite.»

Selfridges, 2014

### Koko Kolada

50ml Koko Kanu

50ml Pineapple Juice

25ml Coconut Cream



### Koko Daiquiri

50 ml Koko Kanu

25 ml Fresh Lime Juice

5ml Gomme



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**AGED LONGER, FULLER FLAVOUR**



Wild Turkey is made using a higher rye content than other whiskies. It is barreled at **LOWER PROOF, AGED LONGER** than other whiskies and put in to oak barrels with the **HEAVIEST CHAR**. Very little water is added to Wild Turkey before bottling, resulting in a fuller flavoured bourbon. The Distillery is one of only two Kentucky distilleries that **USE ONLY NON-GMO GRAINS**. This attention to detail creates our bold, smooth character and distinctive spicy finish.

Signature Serves: **MINT JULEP & OLD FASHIONED**

**BOTTLED BUT NEVER TAMED**



### Mint Julep

40ml Wild Turkey 81  
15ml sugar syrup  
Handful of mint

### Old Fashioned

40ml Wild Turkey 101  
Brown sugar cube  
Dash of angostura  
Bitters



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# GLENGRANT®

## SINGLE MALT AS IT SHOULD BE

Glen Grant is a genuine Single Malt Scotch that was **ESTABLISHED IN 1840** at the heart of Scotland, Speyside.

Renowned for its light colour and delicate taste, deriving from the purifiers and **TALL SLENDER STILLs** designed by James "The Major" Grant, Glen Grant also distinguishes itself for its **QUALITY, AUTHENTICITY AND VERSATILITY**.

Glen Grant today is the **7TH LARGEST SINGLE MALT BRAND GLOBALLY**.

**AWARD WINNING:** 2013, 2014 & 2015 & 2016 winner of its category by Whisky Bible

**"NOTHING SHORT OF SUPERB"** (Jim Murray's Whisky Bible)



"Unquestionably the best 10 Year Old bottling I have tasted from this distillery. Absolutely nails it! Won't be long before word gets around about how good this distillery is".

**Jim Murray's Whisky Bible 2014**

*On the Rocks*

*50ml Glen Grant*

*Serve in a rock glass over ice*



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# Grand Marnier®

## Timeless and Inimitable

Since its creation in 1880, **GRAND MARNIER** liqueur has been the iconic spirit of vibrant French lifestyle around the world.

It is made from the unique combination of the finest French cognacs and essence of the exotic Caribbean oranges Citrus Bigaradia.

**GRAND MARNIER CORDON ROUGE** is the main expression of the brand and its recipe, which has not changed since 1880, contains 51% of Cognac resulting in a liqueur with powerful aromas and flavours.

### AWARD WINNING

San Francisco World Spirit Competition 2014 2015 2016



**\*RECOGNISED BY USA BARTENDERS  
AS THE LEADING BRAND  
IN THE CORDIAL SEGMENT**

### Grand Margarita

30 ml GRAND MARNIER

40 ml tequila

20 ml freshly squeezed lime juice



\* Acturus Bartender Survey n=15,000 2015





# SKYY VODKA

## IRRESISTIBLY PROGRESSIVE

SKYY Vodka is the **NUMBER ONE DOMESTIC PREMIUM VODKA** in the US.

SKYY's state-of-the-art process of quadruple distillation and **TRIPLE FILTRATION** yields a vodka of proven **EXCEPTIONAL QUALITY AND SMOOTHNESS**.

Starting with SKYY Vodka's distinctive cobalt blue bottle and award-winning marketing communications, SKYY is synonymous with quality, sophistication and style.

SKYY Infusions is a unique **INFUSED EXPERIENCE** made with premium SKYY Vodka and succulent real fruit, **CREATING A NEW TASTE SENSATION**.

QUADRUPLE DISTILLATION AND TRIPLE FILTRATION CONSISTENTLY ENSURE MINIMUM IMPURITIES & GIVES SKYY ITS EXCEPTIONAL QUALITY

### Pornstar Martini

1½ fresh  
Passion Fruit

60ml SKYY vodka  
Passion Fruit

15ml Passoa liqueur

15ml Vanilla  
sugar syrup

15ml Freshly  
squeezed lime juice

60ml Brut



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# BULLDOG

## MIXES WITH EVERYTHING, SURRENDERS TO NOTHING

Since its launch in North America in 2007 and Western Europe in 2009, Bulldog Gin has established itself as an **ICONIC BRAND**.

Today it is one of the **WORLD'S FASTEST GROWING** premium gins in outlets across North and South America, Western Europe and parts of Asia.

The **MULTI AWARD-WINNING** Bulldog Gin is quadruple distilled in traditional copper pot stills and infused with a **DISTINCTIVE MIX** of 12 unique Botanicals from 8 countries, including Dragon Eye, Lotus Leaf and Poppy Seed, all of which are unique to Bulldog Gin.

### HANDCRAFTED IN ENGLAND.

Signature Serve: **BULLDOG TOM COLLINS**, or mixed with your favourite tonic.

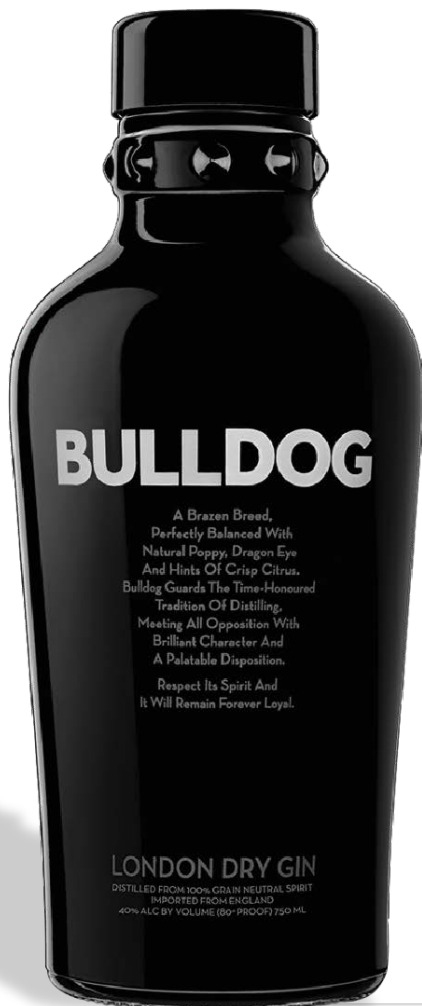
US-BASED WINE ENTHUSIAST MAGAZINE AWARDED BULLDOG GIN WITH ONE OF THE HIGHEST RATINGS EVER BESTOWED ON A GIN, AND ALSO NAMED IT A GLOBAL "TOP 50 SPIRIT".

### Tom Collins

50ml Bulldog Gin

20ml lemon juice

15ml sugar syrup  
(Gomme)



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## DOUBLE DISTILLED AND PRODUCED FROM A UNIQUE BLEND OF FRUITS AND HERBS

Ouzo 12, the most popular Ouzo in the world, has an extraordinary aroma of **HISTORY AND TRADITION**.

It took its name in 1880 at the Kaloyannis Distillery from "Barrel No. 12". This extract was preferred for its rich taste and **DELICATE AROMA**.

Today, it still keeps the same taste that makes Ouzo 12 one of the most consumed varieties of this aniseed-flavoured spirit of **GREEK TRADITION WORLDWIDE**.

THE SOUL OF GREECE

*Ouzo  
on the Rocks  
50 ml Ouzo  
Serve in a rock  
glass over ice*



# Sagatiba®

## THE NUMBER ONE PREMIUM CACHAÇA IN THE WORLD

**HAND-CRAFTED** from **FRESH SUGAR CANE** grown in the farmlands of Minas Gerais, Brazil.

It is **MULTI-DISTILLED** to retain **DISTINCT FLAVOUR** characteristics with a soft aroma that is fresh, lively and delicate.

Sagatiba is **PERFECT FOR CAIPIRINHAS** or served long with your choice of fresh fruit juice and garnish.

Signature serve: **CAIPIRINHA**

**PURE SUGARCANE SPIRIT**

### Caipirinha

50ml Sagatiba Pura

Half a fresh lime  
(cut into wedges)

12.5ml sugar syrup  
or 2 bar spoons  
of super fine  
white sugar



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# EL ESPOLÓN®

## HANDCRAFTED WITH 100% BLUE AGAVE

Espolón is an **AWARD-WINNING COLLECTION** of super **PREMIUM TEQUILAS**, superbly handcrafted with single-sourced **100% PURE BLUE AGAVE**.

Inspired by the distinctive work of **19<sup>TH</sup> CENTURY MEXICAN ARTISTS** & named after the **SPUR OF THE ICONIC ROOSTER** - a historic symbol of strength, nobility and national pride - the brand is quintessentially a celebration of **MEXICO'S CULTURE AND HERITAGE**. It works perfectly in the Margarita as well as the Paloma.

**SIGNATURE SERVE: TOMMY'S MARGARITA.**

Espolón was awarded "**BEST SILVER TEQUILA**" and received a **DOUBLE GOLD MEDAL** at the San Francisco **WORLD SPIRITS COMPETITION 2011**.



REAL MEXICO. TRUE STORY

### Tommy's Margarita

60ml Espolón  
Reposado

30ml Lime Juice

15ml Agave syrup

Lime wedge



GRUPPO

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#StirTheSpirit #Espolón 



## THE ORIGINAL HONEY BOURBON LIQUEUR

It is the **SWEETER**, smoother side of Wild Turkey.

**CRAFTED IN 1976** at the Wild Turkey Distillery in Kentucky by Master Distiller Jimmy Russell, it was then launched in 2006 as American Honey.

The liqueur created a whole new **GLOBAL CATEGORY**. Wild Turkey American Honey is an exceptionally smooth liqueur blended with pure honey and Wild Turkey Kentucky Straight Bourbon Whiskey.

American Honey's created by selecting bourbon whiskey that's been aging in our **AMERICAN OAK BARRELS** from the Ozark Mountains, utilising a bold nr 4 Alligator char and featuring a signature high-rye mash bill for a spicy kick.

**PERFECT TO SERVE CHILLED** straight from the fridge or on the rocks.

GOOD PEOPLE. GREAT FRIENDS. TOGETHER

*American  
Honey  
on the Rocks  
50ml American  
Honey  
Serve in a rock glass  
over ice*





## IRISH MIST®

### THE FIRST LIQUEUR TO BE PRODUCED IN IRELAND

The Original Irish Whiskey **HONEY LIQUEUR**, is a blend of Irish whiskey, honey and natural **AROMATIC SPICES**.

While the bottle has transformed a number of times over the years, the liqueur itself has remained **TRUE TO ITS ORIGINS** - the recipe has not changed.

So you can be sure of the same rich whiskey and honeyed sweetness, **BEAUTIFULLY COUNTER BALANCED** by aromatic spices, that gives Irish Mist Honey its wonderfully **COMPLEX FLAVOUR** and taste experience.

AN EMBRACING CELTIC CHEER

### *Irish Mist & Cola*



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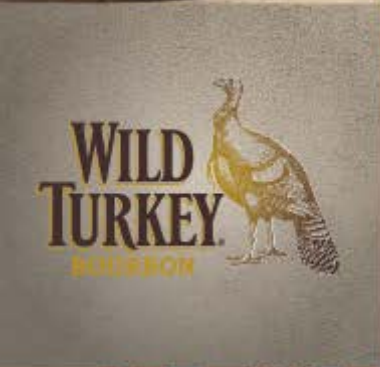
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Twitter account: [@GruppoCampariUK](https://twitter.com/GruppoCampariUK).



Company video: <https://www.youtube.com/watch?v=YUmTF9PAIsU>

