



CAMPARI UK BOLSTERS TEAM WITH APPOINTMENT OF THREE NEW BRAND AMBASSADORS

London, UK, 15 June 2017 – Campari UK has today announced the expansion of its team, with the appointment of three new brand ambassadors to work across the company’s Jamaican Rum, Whisk(e)y, and Gin Brands. The ambassadors will focus on Appleton Estate, Wray & Nephew, Koko Kanu, Wild Turkey, Glen Grant, and BULLDOG Gin – all brands which sit within the Campari UK portfolio, comprising of over 40 brands in total.

The ambassadors will be responsible for bartender training and education, direct to consumer events and masterclasses, and trade shows. Each of the three new brand ambassadors appointed have a strong bartending background and each specialises in a different spirits category.

The newly appointed ambassadors are:

- **Sam Kershaw**, formerly of Dark Horse Bath, has been appointed to spread the word about Wild Turkey and Glen Grant
- **Russell Burgess**, formerly of Loves Company, The Box and Mahiki London, will be working on the Jamaican Rum portfolio and focusing on Appleton Estate, Wray & Nephew, and Koko Kanu
- **James Coston**, formerly of Jake’s Bar & Grill, has joined the Campari UK family as ambassador for BULLDOG gin, who has been a BULLDOG ambassador prior to the brand joining the Campari UK portfolio

In addition to the three new brand ambassadors, Campari UK has an established relationship with Paolo Tonello of The Hide Bar and Joseph St Clair-Ford (formerly of Disrepute), focusing on consumer and bartender engagement for the iconic Italian portfolio. Paolo and Joseph are working with bars and consumers across the country to



talk about the heritage and key serves for the Campari UK Italian portfolio, which includes Aperol and Campari.

Pietro Mattioni, Managing Director of Campari UK, commented: *'We are thrilled to welcome our new Ambassadors into the Campari UK family. We are passionate about supporting and recognising the great bartending community in the UK so it is our pleasure to be working more closely with them to help share our exciting brand stories and excellent liquids to bartenders and premium spirits drinkers for the ultimate drinking experience'*.

For more information please visit www.campariuk.com
Or follows us on Twitter at [@GruppoCampariUK](https://twitter.com/GruppoCampariUK)

-ENDS-

For images, interview requests, or further information, please contact CampariUK@cohnwolfe.com

ABOUT THE AMBASSADORS

James Coston

While completing a degree in Hospitality Business Management, James bartended at some of the UK's finest watering holes including Jakes Bar & Grill and Skippy's where he was awarded 'CLASS Awards Best New Bartender'.

Having developed a deep passion for the industry, he then made the move to MONIN as UK Brand Ambassador in 2010 and progressed to MONIN UK On Trade Brand Manager in 2014 having successfully grown the brands presence across the country.

In 2016, James joined the BULLDOG Gin team as UK Brand Development Manager with a remit to mirror the international success of the world's fastest growing premium gin in its home market of the UK.

Sam Kershaw

Sam Kershaw is an award-winning bar and brand professional with over ten years' experience in high end cocktail bars across the world including Hawksmoor and Soho House in London and Death & Co in New York.

Prior to working in, and managing, bars Sam worked in the industry as a trainer for various different drinks brands and categories.

Sam is passionate about the industry and won a number of accolades throughout his years working as a



bartender.

Russell Burgess

Russell Burgess is a freelance mixologist who has worked in some of the best bars in London since 2002 as both a bartender and a manager, most notably having worked at The Box and Mahiki where he was responsible for over a hundred different brands of rum.

Paolo Tonello

Paolo has worked in F&B for over 15 years. In 2006 he left the Supper Club in Rome to join Blood and Sand at The Hide in London. In 2011 he became a partner, initially managing The Hide, and now working as group GM across 3 sites.

He is zealous about his wines (particularly if they originate in Italy), and steered The Hide to the finals of the Louis Roederer UK's Best Wine List in 2010. Under his tenure, The Hide was also awarded 5 stars+ by Difford's (one of only 13 bars globally at that time). He was one of 6 Imbibe Magazine personalities of the year in 2009. He is now working closely with Gruppo Campari.

Paolo firmly believes that attention to detail and customer service are key to any operation – along with a healthy dose of enthusiasm and charisma from the team!

Joseph St Clair-Ford

Joe has been in hospitality over 20yrs, starting as a KP after school in a local cafe and soon moving behind the bar when he turned 18. In that time he has worked in all aspects of the industry from traditional pubs to chain bars, clubs and small independent venues and through to brands and distribution. This diverse experience has given him a unique perspective spanning the whole drinks and hospitality industry.

Since 2013 he has worked as an Italian Spirit Specialist for Campari, involved in the explosion of growth in Aperol and Campari as well as helping to nurture the niche brands in the portfolio which are the favourites of the UK's top bartenders. In his time at Campari he has introduced the brands to thousands of bartenders and consumers through masterclasses and events translating his passion for Italian drinking culture to the people of the UK.

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 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 Campari and Aperol. 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 & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with speciality offerings in their quality, innovation, and style.



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, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. Headquartered in Sesto San Giovanni, Italy, Campari owns 18 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