



## CELEBRATE THANKSGIVING WITH A COMPLIMENTARY WILD TURKEY 101 OLD FASHIONED



**London, November 2019:** This year Wild Turkey, the authentic American bourbon, is taking over Thanksgiving in the UK and giving back the only way it knows how – bourbon! To celebrate, cocktail-lovers will be offered a *'token of thanks'* in the form of a complimentary Old Fashioned cocktail – with a twist.

Wild Turkey is *"giving thanks"* to the everyday heroes who always pick up the bar tab – celebrating the generosity of these people who always put their mates first, and treating them to a bourbon on the house. To get involved, all bar-goers need to do is grab that friend who owes them a drink and introduce them to a bartender at a participating venue, where they can then enjoy their 2-for-1 cocktail offer – one paid for by their mate, and the other on the house, courtesy of Wild Turkey.

For this, the brand has joined forces with 20 bars across the UK and challenged the finest bartenders to come up with a series of limited-edition Old Fashioned recipes, inspired by the people they want to give thanks to – from their legendary local barber, to the person they got their first tattoo with! Available from 25<sup>th</sup> November – 1<sup>st</sup> December, these cocktails are sure to boast both unexpected flavour pairings and eye-catching garnishes to tickle the taste buds.



Thanksgiving is a holiday traditionally associated the U.S., but with over 200,000 Americans living in the UK and a 147%<sup>1</sup> increase in Thanksgiving related searches on Google over the past five years, there is more appetite to celebrate the occasion here in the UK.

**Joseph St Clair Ford, Brand Ambassador at Wild Turkey UK, says** *“We’ve all got that friend who owes us a drink or two, so make the most of it this November and grab your free Wild Turkey Old Fashioned at a bar near you!”*

Check [here](#) for further information and to find the nearest participating venue.

## ENDS

For more information on Wild Turkey, please contact  
[wildturkey@3monkeyszeno.com](mailto:wildturkey@3monkeyszeno.com)

### Follow Wild Turkey on social media

Instagram: @wildturkey\_uk

Twitter: @WildTurkeyUK

Facebook: [wildturkeyuk](#)

#GRABATURKEY

**From 25<sup>th</sup> November – 1<sup>st</sup> December the offer will be available at the following**

### **locations:**

1. The Con Club, Altrincham
2. Hideout, Bath
3. Golden Pineapple, Brighton
4. Pennyroyal, Cardiff
5. Bullard & Worth, Edinburgh
6. Five March, Glasgow
7. The Domino, Leeds
8. Smokestack, Leeds
9. Manhattan34, Leicester
10. Goat, London
11. Heads & Tails, London
12. Jack Solomon's, London
13. Jones Family Project, London
14. London Cocktail Club – Shoreditch, London
15. Macellaio Northcote, London
16. Sophie's Steakhouse, London
17. Two Hundred Rye Lane, London
18. Common, Manchester
19. A Whisky Affair, Nottingham
20. Raouls, Oxford

### **ABOUT WILD TURKEY:**

The distillery for Wild Turkey Bourbon is located in Kentucky, situated on a deep limestone shelf on the Kentucky River. The shelf acts as a natural filter and provides the distillery with crystal clear water, vital to making such a



high-quality product. Wild Turkey features the legendary father and son Master Distilling team of Jimmy and Eddie Russell, who have more than 100 years of collective experience working at the Wild Turkey distillery.

The famous Wild Turkey brand name first came about back in 1940 when distillery executive Thomas McCarthy took a few warehouse samples on a Wild Turkey hunting trip with a group of friends. The following year, his friends asked him for “some of that Wild Turkey whiskey” and the brand was born.

Wild Turkey is distilled and put into new oak barrels at a much lower ABV than most bourbons. This results in a much richer flavor, as less is cooked out during the production process. Ageing in the highest quality new American oak barrels with the heaviest char available (the Number 4 “alligator” char), imparts a smooth flavor and deep amber color to the whiskey.

The barrels are filled at the distillery in Lawrenceburg, Kentucky. Website: [wildturkey.com](http://wildturkey.com)  
Jimmy’s legacy is the iconic Wild Turkey 101 at 50.5% abv, a recipe that has been remained resolutely unchanged since prohibition times. Thanks to its bold and spicy flavour and high rye content, it preserves the full bourbon flavour in the classic Old Fashioned Cocktail:

#### **101 Old Fashioned**

50ml Wild Turkey 101  
2 dashes Angostura bitters  
10ml Sugar Syrup  
Thick slice orange peel garnish

Place sugar, bitters and part of the Whiskey in a rocks glass, then add ice and stir. Slowly add more ice and whiskey whilst stirring to dilute sugar. Garnish with an Orange zest.

#### **ABOUT CAMPARI UK**

Campari UK is Campari Group’s subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises of more than 50 ‘Camparistas’ from over 10 different nationalities.

At the heart of Campari UK are three main portfolio offerings. The first is the **Aperitivo Champions** portfolio, led by the iconic Italian brands Aperol and Campari. The second is the **Urban Disruptors** portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally there is the **Prestige Challengers** portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit [www.campariuk.com](http://www.campariuk.com) to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at **@CampariGroupUK**.