



wild turkey's 'behind the barrel' programme is underway



LONDON, UK (7th July, 2017): Wild Turkey Master Distillers and bourbon-making legends Jimmy and Eddie Russell have invited the very best bartending talent from all over the globe to compete for a place on the educational 'Behind the Barrel' programme, and be in with a chance of winning a sneak peek into Wild Turkey's time-honoured, traditional bourbon-making methods in Kentucky.

Behind the Barrel is an immersive 5-day programme taking place in the home of Wild Turkey bourbon; Kentucky. The programme educates members of the bartending trade to learn the secret craft of bourbon-making from Bourbon Hall of Fame™ inductees and father/son distilling duo Jimmy Russell and Eddie Russell. From 25th -29th October, winners will divide their time between learning more about bourbon-making at Wild Turkey at the Lawrenceburg distillery and enjoying the best food and drink Louisville has to offer, including a VIP tour and tastings straight from the barrel, Louisville bourbon bar tour, the Rare Breed blending challenge, skeet shooting, campfire stories with Master Distiller Jimmy Russell, camping under the stars in the distillery grounds, and Louisville sightseeing.

Bars all over the UK have risen to the challenge, including High Water in London, Last Chance Saloon in the Midlands, Sugar Rays in Manchester, Porter & Rye and Chop House Market Street in Scotland, Hyde & Co in Bristol and Mojo Group in the North West. With only 5 winning spots available to UK participants, the competition is fierce for this once in a lifetime prize. Hopefuls have a strong bourbon foundation, and must complete three steps to enter the draw: showcase a minimum of three Wild Turkey products in their venue, clearly display all Wild Turkey products together at the back bar, and list at least one Wild Turkey product on their cocktail list for three months between June and August.

To be chosen for this up-close-and-personal experience, the participants must demonstrate that, like Jimmy and Eddie Russell, they too have an uncompromising passion behind the bar

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and want to tell the Wild Turkey story. Where others take shortcuts, they are committed to doing things their own way, the right way. Accounts can be rewarded by using the Wild Turkey points scheme, gaining more points by giving the brand exposure on social or running branded events for example.

For decades, Jimmy and Eddie have been committed to traditional whiskey-making methods. They have never compromised their integrity by taking shortcuts. Knowledge is passed down from generation to generation in the industry, and Eddie has learned everything from his father in the distillery from the ground up. With 99 years combined experience in the trade, they are uniquely qualified to teach bartenders every step of the Bourbon-creation process.

The prize winners will be announced on 21st August 2017, and they will be hosted by Wild Turkey in Kentucky from 25th – 29th October.

For more information on Wild Turkey, please contact
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ABOUT WILD TURKEY:

Wild Turkey is an authentic American bourbon which has its home in Lawrenceburg, the heart of real Kentucky, where every barrel is filled.

The Wild Turkey Master Distillers are Jimmy and Eddie Russell, living legends of the bourbon industry, who have both been inducted into the illustrious Kentucky Bourbon Hall of Fame.

Jimmy and Eddie Russell are the world's only active father/son distilling partnership with just shy of 100 years of distilling experience between them. Born and bred in Lawrenceburg, real Kentucky, Eddie Russell has learnt his trade from the ground up, with knowledge and passion that has been passed down from father to son. He is the third generation Russell to work at the Wild Turkey Distillery.

Although the bourbon has been distilled on site since 1869, the famous Wild Turkey brand name first came about in 1940 when distillery executive Thomas McCarthey 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.

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Wild Turkey house style is characterised by its distinctive bold and spicy flavour thanks to its high rye content and use of the finest new American oak barrel with the heaviest and most expensive char available, the number 4 alligator char, which imparts a rich, smooth flavour and deep amber colour to the whiskey. Wild Turkey is aged for longer than most bourbon to ensure a richer flavour.

Jimmy's legacy is the iconic Wild Turkey 101 at 50.5% abv, a recipe that has 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
10 ml Sugar Syrup
Thick slice orange peel garnish

Pour the sugar syrup, bitters and part of the Whiskey in to a rocks glass. Add ice and the remaining whiskey whilst stirring to dilute sugar. Garnish with Orange zest.

www.wildturkey.com

PARTICIPATING BARS IN THE BEHIND THE BARREL PROGRAMME:

Bars participating in Bristol / Southwest are: The Dark Horse, Hyde & Co, The Dead Canary, Tiger milk at The Duke

Bars participating in London are: Disrepute, High Water, Off Broadway, Kilburn Iron Works

Bars participating in the Midlands are: Last Chance Saloon

Bars participating in the North East are: Smokestack, Grand Domino Club, Mojo

Bars participating in the North West are: Mojo, Epernay, Super Rays

Bars participating in Scotland are: Porter & Rye, Chop House

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, which includes Wild Turkey Kentucky Bourbon, Jamaican rum brand Appleton Estate Rum and Wray & Nephew Overproof, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirits brands: each with speciality offerings in their quality, innovation, and style. Visit <http://www.campariuk.com> to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

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

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Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. 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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