



wild turkey reveals uk's modern men lack essential 'manly' skills

New research shows 45% of men in the UK want to perfect their wet shaving skills, while 43% want to learn how to mix a classic cocktail

London, November 2018: Authentic American bourbon, Wild Turkey, asked nearly 2,000* modern UK men what skills they've yet to master as part of their repertoire. While changing a tyre (**41%**), telling a good joke (**40%**) and tying a necktie (**35%**) all scored highly in the list of men's essentials, a huge **43%** would like to learn how to mix a classic cocktail – a skill that came second only to perfecting a wet shave, which got a whopping **45%** of the vote.

Taking a closer look at the data, Wild Turkey finds that nearly two-thirds of UK men (**63%**) don't know how to serve up a classic Old Fashioned – the most popular cocktail of choice in the *World's Best Bars*¹. It's a simple way to make a big impression, but it looks like a crisis of confidence might be stopping men from mixing cocktails like a professional – a massive **68%** of those asked found the prospect more intimidating than perfecting a wet shave (**32%**).

Where does that leave manliness? Whilst men all over the UK are furiously growing their moustaches in the month of November, the news that nearly half them don't yet have the know-how to keep their 'tache tamed and beard trimmed doesn't make for a good look. This need to brush up on the wet shave is mirrored in the drinks department, where the only thing stopping Brits from bossing it is bravery.

The good news is that Wild Turkey has got guys' backs. Their current collaboration with *Murdock London* – the city's best barbers – has resulted in *Go with the Grain*, a series of workshops where you can pick up smooth shaving tips and learn how to mix a Wild Turkey 101 Old Fashioned like a pro. A good job too, as the most popular moustache with nearly half (**46%**) of the vote is 'the scruffy' 'tache, coming out on top over 'the pencil' (**20%**), 'the walrus' (**13%**), 'the handlebar' (**12%**) and 'the horseshoe' (**8%**).

For those new to the facial hair game, brand ambassador, Sam Kershaw, has matched the best bourbon cocktails to some of the UK's most popular 'taches, as acting the part is just as important as looking it.

Everyone knows that practice makes perfect – so why not get ahead by [ordering Wild Turkey 101 from Amazon here](#) and following the recipe below. A little effort could go a long way – it really is a small step for man...

ENDS

Notes to editors:

*1,982 men in the UK responded to a survey conducted on behalf of Wild Turkey in October 2018

Wild Turkey 101 Old Fashioned:

50ml Wild Turkey 101
Two dashes of Angostura bitters
10 ml sugar syrup
A thick slice of orange peel

Pour half the whiskey and all the bitters into a glass with the sugar syrup, then add two cubes of ice and stir. Add more ice and the remaining whiskey, and stir until the sugar is diluted. Snap the orange peel over the drink and drop into the glass as garnish

For more information on Wild Turkey, please contact
wildturkey@thrsxty.com / 0207 580 8360

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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 101 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.

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.

In September 2017, Wild Turkey unveiled its second TV commercial written, directed by and starring Academy Award-winning actor and **Wild Turkey Creative Director, Matthew McConaughey**. The commercial is a continuation of the legendary bourbon's global marketing campaign, '**Sang our Song**', and is available to watch here: <https://www.youtube.com/watch?v=QNpfJNaRPGo>

www.wildturkey.com

About Murdock

Murdock London are the expert barbers for modern, style-conscious men. With barbershops on some of London's most iconic streets, they offer a contemporary, luxury take on the traditional London barbershop experience. Murdock barbers have created a range of quality, British grooming products designed precisely to suit men's skin and its specific needs. This 'clean label' collection contains all the barbers' expertise and none of the unnecessary ingredients, giving every man confidence to take on life's adventures without gambling on his health.

www.murdocklondon.com

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 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 specialty 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 Campari Group UK on Twitter at @CampariGroupUK.

ABOUT THE CAMPARI GROUP:

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001.

For more information: www.camparigroup.com/en

Please enjoy our brands responsibly.

ⁱ Drinks International, 2018. The Old Fashioned was once again cited as the world's most popular cocktail