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ARE YOU IN OR ARE YOU OUT OF WILD TURKEY'S BOLD CINEMA SERIES AT EVERYMAN?



LONDON, UK (3 September 2018): Wild Turkey reveals *American Animals* as the latest film in **The Wild Turkey Bold Cinema Series** at Everyman. *American Animals* is a wildly entertaining true crime thriller, in cinemas nationwide from 7 September. The Wild Turkey Bold Cinema Series at Everyman is a curated choice of original, gutsy films – and cinemagoers watching any of Wild Turkey’s film choices will enjoy a complimentary Wild Turkey 101 Old Fashioned cocktail, delivered direct to their seat ahead of the show. It’s the ideal drink in the ideal setting: bold films, bold taste.

Like Wild Turkey, Everyman has a thirst for getting things right. For Everyman, that means creating the best environment in which to watch the film. For Wild Turkey, it means staying true to the tried and tested methods that have been used since before Prohibition to ensure a big, bold flavour that stands up every time.

American Animals, set in Kentucky, is a great example of a real, raw American classic – the heist movie. This makes it a great partner for a Wild Turkey 101 Old Fashioned – another authentic American classic from Kentucky.

American Animals is a heart pounding thrill ride about four friends who look to inject excitement into their lives by stealing incredibly rare and valuable books from their college library. This true-to-life heist still ranks as one of the most daring in U.S. history to date. Portrayed by the actors Spencer Reinhard (Barry Keoghan, *Dunkirk*), Warren Lipka (Evan Peters, *X-Men: Apocalypse*, *American Horror Story*), Eric Borsuk (Jared Abrahamson) and Chas Allen (Blake Jenner) – with interjections from the real-life culprits – watch as the film unfolds and the plan takes on a life of its own...

Speaking about the film, Director Bart Layton says, “*American Animals* isn’t about glamourising a heist – in fact, it’s kind of the opposite. The movie is real, it’s brutal and it’s based on a true story. The plot hasn’t been wildly exaggerated and hasn’t been fictionalised, you are constantly remembering that this is happening in the same world that you and I live and breathe in. And so, because of that, your engagement and investment in the story is heightened.” A bold film needs a bold drink to match. That is why the Wild Turkey 101 Old Fashioned fits the bill; you need a big bourbon that can stand up in terms of flavour. Wild Turkey is aged longer and has a high rye content which creates a bold and spicy taste profile that helps it to sing through the bitters, sugar and ice in an Old Fashioned.

American Animals, brought to you by Wild Turkey and Everyman – “Are you in or are you out?”

To purchase tickets to **The Wild Turkey Bold Cinema Series**, visit www.everymancinema.com for screenings from 7 September. Everyman members across the country can book in for exclusive preview screenings on 5 September.

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 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 @GruppoCampariUK.

ABOUT 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.

About Everyman Media Group PLC:

Everyman is an independent network of boutique cinemas with a passion for quality. With a focus on great food and drink, comfy sofa seating and a broad programme of films and live broadcast arts events, Everyman offers a great night out for all its guests.

Creating standout experiences is also core to the everyman offer, with an annual Everyman Music Film Festival, temporary cinema installations in surprising locations and special events around major film releases.

Currently formed of 22 venues, Everyman is also the fastest growing independent network in the UK, with new venues set to open in Glasgow, Newcastle, Altrincham and Liverpool later in 2018 and more locations in the coming years.

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