



Wild Turkey joins forces with Murdock London to help men look their best
*Take part in 'Go with the Grain' masterclasses and enjoy complimentary
Old Fashioned cocktails*

(London, November 2018) **Wild Turkey**, the authentic American bourbon, is teaming up with Murdock London – the city's best barbers – to keep beards trim, 'taches tamed, and stop skin looking as dry as January. Together they will be giving men the expertise to look sharp and mix drinks like a pro during exclusive **Go with the Grain** sessions. Plus, for those who book a treatment at any Murdock London barbershop throughout the month of November, there is also a **free Wild Turkey 101 Old Fashioned cocktail** on offer.

Much like a good bourbon, a good barber is straight-talking, honest and authentic, making Wild Turkey and Murdock London the ideal match. Both stick to the tried and tested methods gets the best results. There's no secret recipe but having confidence in what you do and how you do it – whether it's a haircut, a wet shave, or mixing drinks with bourbon straight from the heart of Kentucky. That is why Wild Turkey and Murdock London have collaborated to create the **Go with the Grain** sessions, where you'll master two essential skill-sets, giving you the expertise you need to look your best and mix a Wild Turkey 101 Old Fashioned cocktail like a pro.

At **Go with the Grain**, you'll learn from the pros – Murdock's hand-picked experts know all the tricks of the trade. Ditch the morning razor duel and pick up smooth shaving skills. Fighting a losing battle with your beard? Find out how to take control and sculpt it with style.

As *the* American bourbon known for its authenticity and it's no apologies approach, Wild Turkey pairs strong substance with conviction and style. Once you've mastered the art of looking fresh – toast your success with a complimentary Wild Turkey 101 Old Fashioned. Brand Ambassador Sam Kershaw will be onsite, holding a masterclass in mixing to show you how to prepare this classic cocktail all the while.

For a novice, making a Wild Turkey 101 Old Fashioned can seem like an impossible ask – yet it's a simple skill to master. The secret to success is using a big bourbon, with flavour that stands up. Add key ingredients sugar, bitters, ice, and an orange twist to Wild Turkey 101, and you have a cocktail with conviction and timeless, crafted style.

Care to practice beforehand? Go ahead and [order Wild Turkey 101 from Amazon here](#) and stay ahead of the game.

To find out more, follow us on Instagram: @wildturkey_uk and #WildTurkey101s

Go with the Grain
8th, 15th, 22nd and 29th November, 7.30pm – 9pm
Murdock London Soho, 83 Brewer St, W1F 9ZN

Tickets to the workshops include a welcome cocktail, barber masterclass and an Old Fashioned making session £10 per person

Book tickets here: <https://lineupnow.com/event/go-with-the-grain>

To book a treatment at Murdock and receive a complimentary Wild Turkey 101 Old Fashioned cocktail, visit:
www.murdocklondon.com

For more information on Wild Turkey, please contact

wildturkey@thrsxty.com / 0207 580 8360

Follow Wild Turkey on social media

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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.