

## CAMPARI GROUP

### **CAMPARI AMERICA DONATES \$1 MILLION TO *ANOTHER ROUND*, *ANOTHER RALLY* & CALLS ON PATRONS TO JOIN IN SUPPORTING BARTENDERS ACROSS THE COUNTRY**

**NEW YORK (March 30, 2020)** – Today, Campari America announced a donation of \$1 Million to Another Round, Another Rally, a non-profit that raises emergency funds for hospitality workers to support bartenders who are facing economic hardship due to the COVID-19 emergency. Along with the donation, Campari America is encouraging its community to join the #AnotherRoundChallenge. From California to Kentucky and everywhere in between, Campari is calling on bar patrons across the country to support their local bars by joining in the movement via the #AnotherRoundChallenge at [www.AnotherRoundAnotherRally.com](http://www.AnotherRoundAnotherRally.com).

Bar patrons can “tip their servers” by donating to Another Round, Another Rally’s virtual tip jar ([www.AnotherRoundAnotherRally.com](http://www.AnotherRoundAnotherRally.com)), and then challenge friends on Instagram to do the same using the hashtag. As the U.S. hospitality community bands together to support their bartenders and servers, virtual tip jars have been established to replace their main source of income. They can be set up through organizations, like [Another Round Another Rally](#), or directly by bars themselves. Campari America brands, including Wild Turkey Bourbon, Appleton Estate Jamaica Rum, Espolon Tequila, SKYY Vodka, Aperol, Bulldog Gin, Grand Marnier, Cabo Wabo Tequila and Campari, posted the call to action on their social channels to promote the cause and rally support.

“The impact bartenders have on our industry is immeasurable. With this unprecedented crisis upon us, now more than ever, we need to band together to support hospitality workers in their time of need,” said Ugo Fiorenzo, Managing Director of Campari America. “At Campari, we are urging communities and bar patrons to join us in virtually tipping our bartenders and restaurant workers and serve them as they served us.”

Another Round, Another Rally, is a non-profit financial resource for the hospitality industry offering relief for hospitality workers who lost their jobs or had their hours cut in the wake of the COVID-19 outbreak. This organization provides reimbursement grants, immersive educational scholarships to further the education of underrepresented voices in the community, and supply emergency assistance to those employed in restaurants, bars and hotels who have fallen on unexpected hardships. Another Round, Another Rally is fiscally sponsored by JoyBus, a 501(c)3 tax-exempt organization.

To support COVID-19 first responders, the Wild Turkey team in Kentucky are also working with local government officials to donate 25,000 liters of neutral grain spirit, which will be transferred to a certified processor that will denature, produce and bottle hand sanitizer. These will then be distributed to workers performing essential services, with a priority for those in health and primary care.

On March 14, the Campari Group donated € 1 million to public healthcare institution ASST Fatebenefratelli Sacco in Milan, center of national excellence in the research and treatment of highly contagious and dangerous diseases, for patients critically affected by COVID-19. The sum will be used to finance an Intensive Care Operational Unit.

To support bartenders around the country and in your community, visit:

<https://anotherroundanotherally.org>

<https://www.classy.org/campaign/arar-tip-jar/c277086>



### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Campari Group's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Kentucky Straight Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Montelobos® Mezcal, Ancho Reyes® Chile Liqueur, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

Campari America is headquartered in New York, New York. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: [@CampariAmerica](https://twitter.com/CampariAmerica), Instagram: [@CampariAmerica](https://www.instagram.com/CampariAmerica), and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.###

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