



## **CAMPARI GROUP ACQUIRES AN INITIAL MINORITY INTEREST WITH PATH TO CONTROL IN CATALYST SPIRITS' FAST-GROWING HOWLER HEAD BOURBON BRAND TOGETHER WITH EXCLUSIVE GLOBAL DISTRIBUTION RIGHTS**

*Official Flavored Whiskey Partner of UFC to Leverage Campari Group Route-to-Market Expertise and Resources in Global Expansion of Popular Banana Bourbon*

Milan/London/Las Vegas, August 24, 2022 - [Campari Group](#) announced today the signing and simultaneous closing of an agreement with [Catalyst Spirits](#) to acquire an initial 15% interest in [Howler Head](#) Kentucky Straight Bourbon Whiskey with Natural Banana Flavor with a medium-term route to total ownership, and concomitantly to obtain exclusive global distribution rights.

Howler Head is the official flavored whiskey partner of UFC and has quickly become one of the fastest-growing whiskey brands in the United States. Howler Head is also available in Canada and recently expanded to the U.K.

'With bourbon whiskey serving as one of our global priority brand pillars, Howler Head is an ideal fit for our portfolio,' said Bob Kunze-Concewitz, Chief Executive Officer of Campari Group. 'In addition to being an exceptionally high-quality liquid, Howler Head has established a clearly unique brand personality and, through its deep relationship with UFC, has a huge on-tap worldwide fanbase ready to enjoy this fantastic bourbon.'

'Campari Group has a proven track record for building global brands that consumers truly love and we can think of no better partner as we expand distribution of Howler Head around the world, as well as tap into the vast potential that remains in our existing markets of the U.S., Canada and the U.K.,' said Simon Hunt, Chief Executive Officer of Catalyst Spirits. 'In our second full year in market, we are witnessing incredible demand for this product and see endless opportunity for growth as we maximize Campari's established route-to-market expertise, including its vast sales organization and distributor relationships, both in the U.S. and internationally.'

'UFC is a global entertainment brand reaching nearly 700 million fans each year,' said Dana White, President of UFC. "I love nothing more than through this new partnership with Campari Group, every UFC fan worldwide will have the chance to experience what I think is one of the best whiskies ever created.'

Howler Head is the original banana-flavored super-premium Kentucky Straight Bourbon Whiskey. It launched nationally in the U.S. in 2021, and in its first full year of operations, sold over 50,000 9L cases primary to the U.S. and Canada markets only, and generated overall net sales of USD6.7 million in accordance with local GAAP. Since the beginning of 2022, Howler Head has expanded its operations in the U.S. and Canada, entered into key international markets, including the U.K., and is on target for significant year-over-year growth.

Campari Group agreed to pay USD15 million in cash in the first stage of path to total ownership, for a 15% interest in the brand. Campari Group can acquire 100% of Howler Head through customary call options based on the future brand results achievements, which can be exercised starting from 2025. The call option valuations imply compelling growth of Howler Head case sales and revenue at each stage of the transaction in the future.

Howler Head starts with real, carefully crafted Bourbon made at [Green River Distilling Co.](#) with a proprietary yeast, the finest grains and mineral-rich water filtered through Kentucky limestone. The whiskey is distilled in a legendary 100-year-old Vendome all-copper column still. The resulting Bourbon is then aged for two years in American white oak barrels with a #4 “alligator” char in traditional wood rick houses. Following the aging, the fine Bourbon is then blended with natural banana flavor. Howler Head is 80 proof and retails in the U.S. for \$29.99 SRP for a 750ml.

In connection with the transaction, Latham & Watkins LLP acted as legal advisor to UFC, Pillsbury Winthrop Shaw Pittman LLP acted as legal advisor to Catalyst Spirits and Wilk Auslander LLP acted as legal advisor to Campari Group.

Media images of Howler Head can be found [HERE](#).

### **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, Campari, SKYY, Grand Marnier, Wild Turkey and Appleton Estate. 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. Campari 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 operates in 22 production sites worldwide and has its own distribution network in 23 countries. Campari Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR) have been listed on the Italian Stock Exchange since 2001.

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## **ABOUT CATALYST SPIRITS**

[Catalyst Spirits](#) is a global spirits company focused on leveraging the new economy and our vast experience to build and rapidly grow premium brands consumers truly want. Our fine spirits portfolio includes [Howler Head](#), the original banana flavoured bourbon and the official flavoured whiskey of UFC; [The Oceanus Hibernicus](#), a unique blend of Irish and Scottish malt whisk(e)y; and a number of other exciting brands in development. The Catalyst Spirits team leverages hundreds of years of in-depth industry know-how to develop impactful brands and bring them to market with pace, building them with exceptional marketing, retail, ecommerce and distributor support. Catalyst Spirits is a remote-work company with team members spread across North America and Europe. For more information on Catalyst Spirits, visit [www.catalyst-spirits.com](http://www.catalyst-spirits.com) and for Howler Head visit [www.howlerhead.com](http://www.howlerhead.com).

## **ABOUT UFC®**

UFC® is the world's premier mixed martial arts organization (MMA), with more than 688 million fans and 198 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world, while broadcasting to nearly 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 75 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is owned by global sports and entertainment company Endeavor, and is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](http://UFC.com) and follow UFC at [Facebook.com/UFC](https://Facebook.com/UFC), [@UFC](https://Twitter.com/UFC), [Snapchat](https://Snapchat.com/UFC), [Instagram](https://Instagram.com/UFC) and [TikTok](https://TikTok.com/UFC): @UFC.

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