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MEDIA RELEASE

## **Campari Australia becomes a signatory to the Alcohol Beverages Responsible Alcohol Marketing Code**

The Management Committee of the Alcohol Beverages Responsible Alcohol Marketing Code (ABAC) today announced that on 1 January 2015 Campari Australia will become a signatory to the Code. Campari Australia manufactures and distributes a range of products including Campari, Wild Turkey Bourbon, Aperol and Skyy Vodka.

Chair of The ABAC Scheme Ltd, Mr Paul Evans, said today that “the involvement of Campari, as a large producer and distributor of alcohol products in Australia, was very much welcomed by the ABAC Management Committee”.

Campari already participates in ABAC by extensive pre-vetting of its products through the ABAC pre-vetting service and its co-operation and compliance with adjudication decisions of the ABAC Panel.

In becoming a signatory, Campari will commit funding toward the scheme and will continue to participate in the service for pre-vetting of advertisements, naming or packaging of products.

Campari Managing Director - Asia Pacific, Franco Peroni, said, "At a Group level, our company is committed to and fully supports self-regulation of both advertising and broader marketing communications and is an active member of a number of self- and quasi-regulatory associations around the world. In addition, we have a global Code of Commercial Communication which guides all aspects of our communication activities to ensure we preserve our founding principles and values. In Australia, we are pleased to further formalise our commitment to the responsible marketing of alcohol by joining ABAC as a signatory."

Campari joins a large number of alcohol marketers, representing well over 90% of alcohol advertising in Australia, that have committed to the objectives of the Code to ensure that alcohol advertising is responsible and does not encourage irresponsible consumption or consumption by underage persons.

**ENDS.**

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## **Background:**

The ABAC Responsible Alcohol Marketing Code regulates the content of alcohol marketing (including packaging) in Australia. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.

The Alcohol Advertising Pre-vetting Service provides independent, confidential advice to advertisers on whether proposed marketing communications comply with the Code. This service is offered on a 'user pays' basis.

The ABAC Adjudication Panel, headed by the Chief Adjudicator, Professor the Hon Michael Lavarch AO, considers public complaints about alcohol marketing communications that fall within the jurisdiction of the Code. The Panel and its deliberations are independent of the Management Committee and the broader alcohol and advertising industry.

## **About Gruppo Campari**

Davide Campari-Milano S.p.A., together with its affiliates ("Gruppo Campari"), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include [Aperol](#), [Appleton](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>

For further details of Gruppo Campari's responsible marketing initiatives see <http://www.camparigroup.com/en/sustainability/responsible-drinking>

## **About Campari Australia**

Campari Australia is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates ("Gruppo Campari"). Launched in 2010, Campari Australia manages Gruppo Campari's portfolio in Australia and New Zealand with leading brands such as SKYY® Vodka, Campari®, Wild Turkey® Bourbon, American Honey®, Russell's Reserve®, Riccadonna®, Aperol®, Cinzano®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Ouzo 12®, Frangelico®, BULLDOG Gin, Sagatiba® Cachaça and Illyquore®.

Campari Australia is headquartered in Sydney. Please enjoy Campari Australia brands responsibly.