



Press Release

ILLYQUORE: ILLY TASTE, CAMPARI HEART

*illycaffè and Gruppo Campari together
for the new best in class coffee liqueur*

Milan, 11 June 2008 – A revolution in the coffee liquor category is about to get underway. illycaffè and Gruppo Campari announced today the release of **ILLYQUORE**, a unique, intense, and totally satisfying new taste, the spirit of the authentic taste of 100% pure illy Arabica.

ILLYQUORE is the new coffee liqueur based on an innovative recipe, the only one on the international market without added aromas and/or colouring. It will be available in Italy from July 2008 and at the beginning of 2009 distribution will be expanded to include other countries.

“The product that sees illycaffè and Gruppo Campari working together” - states **Andrea Illy, chairman and CEO of illycaffè** - “is an Italian recipe for a coffee liqueur, modified and made unique thanks to the input from two outstanding *Made in Italy* companies, a guarantee of excellence throughout the world. This exclusive high-end partnership enables all illy taste lovers to enjoy it in a new way, in line with Campari’s style and passion”.

“The meeting between Campari and illycaffè is a perfect combination between two great Italian companies renowned for the quality of their brands at a world-wide level. We believe that the launch of ILLYQUORE in Italy is just the first step enabling us to be present all over the world with an unrivalled offer”, - states **Bob Kunze-Concewitz, CEO of Gruppo Campari**.

RobilantAssociati has contributed to build the **ILLYQUORE** identity through the creation of a special design for the bottle and the choice of a distinctive brand name.

ILLYQUORE, 28% alc./vol., can be enjoyed straight or on the rocks, shaken and mixed for cocktails offering a velvety yet clear taste.

It will be available in Italy as of July 2008 both on-trade and off-trade at a recommended retail price of € 12.

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Fact sheet

ILLYQUORE

Concept

It is the illy taste spirit: 100% Arabica wisely blended with an alcohol base; a liqueur offering a refined taste and intense, pleasing aroma. Versatile in a contemporary style, it can be enjoyed cold and straight, with ice or shaken. It is a sophisticated after-dinner drink and an ideal ingredient for cocktails.

Ingredients

Hydroalcoholic extract of illy coffee, sugar, alcohol.

Bottle

70cl

Proof

28% alc./vol.

Brand owned by

illycaff  SpA

Produced and distributed by

Gruppo Campari

Brand identity

With the consultancy of RobilantAssociati

The design of the bottle

The shape of the bottle is characterised by a minimalist, slim and slightly tapering form. The essential lines are offset by the soft and sinuous glass engraving in the form of an “S” evoking the harmonious balance of the illy aroma.

It can be enjoyed

- COLD AND STRAIGHT
- ON THE ROCKS
- SHAKEN
- BLACK RUSSIAN

Curiosity: The Black Russian was invented in 1949 thanks to the creativity of Gustave Tops, barman at the Hotel Metropole in Brussels. The cocktail was prepared for the American ambassador in Luxembourg, Pearl Mesta. The Black Russian is a variant of the White Russian.

- WHITE RUSSIAN

Distribution channels

On-trade and off-trade

Price in Italy

  12,00





Based in Trieste, Italy, **il.lycaffé** produces and markets a unique blend of espresso coffee under a single brand leader in quality. Over 6 million cups of illy espresso coffee are enjoyed every day. illy is sold in over 140 countries around the world and is available in more than 50,000 of the best restaurants and coffee bars.

espressamente illy, the chain of franchised Italian-style coffee bars is now present in 32 countries and comprises 175 outlets. With the aim of spreading the coffee culture, illy has founded the University of coffee, the centre of excellence offering theoretical and practical training on every aspect of coffee for coffee growers, coffee bars staff and enthusiasts. On a global level illycaffé employs around 700 people and has a consolidated turnover of €270 million. (2007 results)

For further information www.illy.com.

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment stand out internationally renowned brands, such as Campari, SKYY Vodka and Cynar together with leading local brands, such as Aperol, Cabo Wabo, CampariSoda, Glen Grant, Ouzo 12, Zedda Piras, X-Rated and the Brazilian brands Dreher, Old Eight, Drury's. In the wine segment together with Cinzano, known world-wide, are Liebfraumilch, Mondoro, Riccadonna, Sella & Mosca and Teruzzi & Puthod all respected wines in their category. In the soft drinks segment are Crodino, Lemonsoda and its respective line extension dominating the Italian market. The Group has over 1,500 employees. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange. For further information www.camparigroup.com.