



Forty Creek 22 Years Old Rye Named 2019 “Canadian Whisky of the Year” at the Canadian Whisky Awards

Forty Creek 22 Year Old Canadian Rye Whisky Takes the Top Prize in Canada for 2019

Grimsby, Ontario, CA (January 2019) – Forty Creek 22 Years Old Canadian Rye whisky was awarded the distinct honor of being named 2019’s Best Whisky in Canada last week at the prestigious, ninth-annual Canadian Whisky Awards. The whisky is made from 100% rye and was distilled 22 years ago at Forty Creek Distillery in Grimsby, Ontario. It was selected from some of the oldest barrels by 10 independent whisky experts and overseen by Master Blender Bill Ashburn.

"A huge, yet elegant rye whisky, just bursting with complex flavours" is how the awards founder, Davin de Kergommeaux described the liquid. "Every year the whiskies are just that much better than the year before," said de Kergommeaux as he revealed the winners. "Top whiskies from five or six years ago might earn a silver medal today. The competition is that intense."

Exceptionally flavourful, complex and memorable, the Forty Creek 22 Years Old Canadian Rye whisky represents of the oldest stocks at Forty Creek’s barrel houses in Grimsby, Ontario. After a process of careful selection and evaluation of a number of precious whiskies from rare old barrels, a limited 102 bottles of exceptional whisky was produced. It’s been a 22 year journey for Forty Creek’s Chief Whisky Maker and Master Blender Bill Ashburn who oversaw every step of the process. "This really was 22 years in the making and I was personally involved every step of the way - mashing, fermentation, distillation. I even remember loading the sacks of rye into the mill! I’ve been constantly monitoring these barrels over the years and I even hand-bottled all 102 myself! An incredible journey and now that the whisky is fully matured, it’s reached an exceptional depth in character, flavour and aroma."

"Forty Creek has received many accolades over the years, but this one is very special. Forty Creek 22 Years Old Canadian Rye whisky is a true testament to the patience and blending expertise of Bill Ashburn and the team in Grimsby, to bottle this precious liquid at the pinnacle of maturity," remarked Campari Group CEO Bob Kunze-Concewitz.

In addition to this game-changing Canadian Whisky of the Year award, Forty Creek 22 Years Old

Canadian Rye whisky also received a Gold Medal in the domestic all-rye category. The brand also took home medals for other expressions including Flavoured Whisky of the Year for *Forty Creek Cream*, Silver Medals for *Barrel Select*, *Unity*, *Double Barrel* and *Confederation Oak*, and Bronze medals for both *Copper Pot* and *Spike*. These prestigious accolades awarded across the portfolio are a testament to Forty Creek's ongoing commitment to quality and the masterful art of blending.

ABOUT FORTY CREEK

Located in Grimsby, Ontario Forty Creek Canadian blended whisky is named after the "40th Marker", exactly 40 miles from Niagara Falls, one of the largest movements of fresh water in the North American continent. In 1992, the founder's vision was to create a whisky that would stand shoulder to shoulder with whiskies from Scotland and the USA. With the help of Master Blender, Bill Ashburn, Forty Creek carefully and painstakingly created a range of premium Canadian blended whiskies suited for every occasion. These exceptional and award-winning whiskies range from limited batches of sipping whiskies to the more widely available Barrel Select and Copper Pot blends. Aged, blended and bottled in Grimsby, Ontario, Forty Creek prides itself on the art of producing smooth yet approachable whiskies that deliver a complex and well-rounded taste experience. Forty Creek became part of the Gruppo Campari portfolio in 2014.

ABOUT THE CANADIAN WHISKY AWARDS

Held each January at the Hotel Grand Pacific in Victoria, BC, as part of the Victoria Whisky Festival, the Canadian Whisky Awards recognize the very best whiskies produced in Canada and encourage distillers to maintain the highest quality standards. To qualify, the whisky must be distilled and matured in Canada. An independent panel of whisky experts selects the winners after tasting each whisky blind. Operated on a not-for-profit basis, the Canadian Whisky Awards are fully independent of the Canadian whisky industry.

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**, **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. Please enjoy our brands responsibly.

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