



MONTELOBOS
—MEZCAL ARTESANAL—



Campari UK to distribute super-premium brands Ancho Reyes and Montelobos

Friday 30th October, London, 2020 – Campari UK is pleased to announce that it will take over the distribution of super-premium brands **Ancho Reyes** and **Montelobos** from **Monday 2nd November**. The brands will join the likes of **Appleton Estate**, **Wild Turkey** and **Grand Marnier** as part of the Campari Prestige portfolio.

Campari UK will distribute all SKUs currently available in the UK market – **Ancho Reyes Original**, **Ancho Reyes Verde**, **Montelobos Espadin**, **Ensamble**, **Tobala** and **Pechuga**.

Ancho Reyes Original and **Ancho Reyes Verde** are handcrafted **Mexican chilli liqueurs**, made using a 1920's family recipe with handpicked *poblano* chillies native to Puebla, Mexico. The liquids are the perfect ingredients for adding a twist of spice to innovative cocktails. With several industry accolades, **Ancho Reyes** most recently featured on **Drinks International's** liqueurs list of top ten 'Best-Selling Brands' and 'Top Trending Brands', as voted for by the world's best bars in 2020.

Montelobos, named after the "Mountain of the Wolves", is the first certified mezcal from the City of Puebla. Organically cultivated and sustainably sourced, it is meticulously crafted by artisanal producers. Montelobos comes from the vision and passion of Mexican distiller **Iván Saldaña**, a world-renowned expert in agave and mezcal. The liquid is born out of centuries of ancient mezcalero craft and is enlightened by the methodical pursuit of true perfection. **Montelobos** was also recognised by **Drinks International** this year, featuring 2nd on their top ten list of 'Best-Selling Brands' and as one of the 'Top Trending Brands' in mezcal.

Campari UK's Managing Director **Brad Madigan** says of the acquisitions;

'The acquisition of both Ancho Reyes and Montelobos will further diversify Campari UK's growing prestige portfolio, with the addition of a unique, award-winning Mexican liqueur and an artisanal mezcal.'

As both distinctive and super-premium brands, Ancho Reyes and Montelobos are a perfect fit, we are thrilled to have them as part of our ever growing prestige portfolio. I would like to thank the team at Mangrove for their commitment in establishing these brands in the UK market, we're looking forward to further building on their great work.'

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About Campari UK

Campari UK is Campari Group's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises of more than 60 'Camparistas' from over 10 different nationalities.

At the heart of Campari UK are three main portfolio offerings. The first is the **Aperitivo Champions** portfolio, led by the iconic Italian brands Aperol and Campari. The second is the **Urban Disruptors** portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally, there is the **Prestige Challengers** portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at @CampariGroupUK.

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 21 plants worldwide and has its own distribution network in 21 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.

For more information: www.camparigroup.com/en

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