



HISTORY

1992 - Foundation of SKYY

The engineer who started SKYY Spirits LLC revolutionized the spirits industry with its SKYY Vodka and the proprietary quadruple-distillation and triple-filtration process that consistently ensures exceptional quality. Distilled in America with American grain from the Midwest, SKYY Vodka is the leading domestic super premium vodka in the United States.

1993 - The Blue Bottle

SKYY Vodka was first introduced in 1992 in a clear bottle. A year later, the iconic cobalt blue bottle was unveiled to more accurately reflect the name of the product. SKYY was the first to introduce packaging as a “style image” in the vodka category.

2000 - SKYY Flavours

The huge success of SKYY Vodka quickly brought about the creation of a series of flavoured vodka, all blessed with the same clear and fresh characteristics but each possessing its own personal soul. The first introduced was SKYY Citrus.

2001 - Gruppo Campari

In 2001, Gruppo Campari, which had already acquired a minority stake in 1998, acquired an additional 50% stake in Skyy Spirits, LLC, thereby becoming the company's controlling shareholder with absolute majority. Gruppo Campari would reach 100% of SKYY Spirits LLC in 2006.

2005 - SKYY90

SKYY Spirits launches SKYY90, the first modern luxury vodka with taste by design for the modern martini experience. SKYY90 is the purest expression of vodka ever made, resulting in a new standard of excellence for vodka.

2008 - SKYY Infusions

A revolution in the flavored vodka category took place with the launch of SKYY Infusions. Available on the US market since April 2008, SKYY Infusions are a unique infused experience made with premium SKYY Vodka and natural fruit flavor. The product of a proprietary process that captures the ‘true-to-fruit’ taste, while meeting a real consumer desire to move away from artificial-tasting products, SKYY Infusions launched in nine mouth-watering flavours: citrus, cherry, passion fruit, raspberry, grape, pineapple, ginger, dragon fruit and blood orange.

SKYY Infusions replaces the previous SKYY Flavours range.

BRILLIANCE, INNOVATION AND TECHNOLOGY

An Inventor's Creation

The inventor

“I made SKYY because I couldn't buy it”



It was an engineer who invented SKYY vodka, because he wanted it and there was nothing like it on the market. A successful entrepreneur and inventor, he also occasionally enjoyed a glass of wine with a meal or a nice cognac after dinner. He soon noticed something that many people do—even a single drink can bring on a headache. Curious he investigated the matter and discovered the common cause of drink related headaches: congeners.

Congeners

The Need for a Purer Vodka

Congeners are by-products of distillation. They give color, flavor and bouquet and are present in clear spirits to a lesser degree than in colored, or brown, ones. However, even relatively small amounts of congeners may irritate the body and cause side effects like headaches.

Quadruple distillation & triple filtration

A Proprietary Process

Having decided that purity was of the essence in his new product as it would give consumers a real benefit Kanbar, proceeded to work on finding a distillery and subsequently achieving his goal: reducing congeners to virtually undetectable levels in his vodka. Thus the proprietary process that distinguishes SKYY Vodka was born, quadruple distillation and triple filtration for the least impurities present in leading vodkas.

SKYY - The name

Kanbar couldn't think of a name for his new vodka that was meaningful and evocative of its purity and innovative process, as well as catchy and easy to remember. It finally came to him while standing at the window in his San Francisco apartment and looking out into a beautiful clear, intensely blue sky as one only sees in San Francisco. Hence, "Skyy" Vodka, with an added "y" to give it a distinctive twist.

The cobalt blue bottle was the natural packaging choice for a vodka that hailed to the bright blue San Francisco sky.

Over a decade of cutting edge photography

Over the course of a decade three photographers have visually expressed SKYY Vodka's essence in the print advertisement campaigns they created. Skyy's visual communication style has remained largely unchanged since the first series of images and its formula has been a simple one: a beautiful shot of an alluring, cinematic styled "cocktail moment" that perfectly matches the SKYY lifestyle.

Moshe Brakha

Moshe was born in Israel and as he says: "reborn in Hollywood". A graduate of the Art Center School of Design, Moshe has continuously captivated the photography world and the public with his contemporary and classic pictures for over 30 years. As a fashion and advertising photographer, he has worked with some of the biggest brands in the world while at the same time creating top level editorial work in the form of celebrity spreads and covers for Newsweek Magazine, Maxim, EW, Vanity Fair, and Conde Nast Traveller. Moshe Brakha has won numerous awards for both his photography and television, which includes hundreds of commercials all over the world.

Moshe's work has helped define Skyy's print communication. Among the photographers Skyy has worked with he goes back the furthest and his alluring, mysterious, sometimes exotic images have help affirm and reaffirm Skyy's uniquely glamorous personality.



Matthew Rolston

Matthew Rolston was born and raised in Los Angeles under a spell cast by the myth of Hollywood. He studied drawing and painting at 'nearly every art school in California, including Otis Parsons, in LA, and the San Francisco Art Institute. Later, his studies took him to the Art Center College of Design in Pasadena, where he developed his talents as a photographer.

Virtually every celebrity from the film, music, and television arena has been captured to perfection by Matthew. His photographs have been exhibited in galleries across the US and internationally. Matthew's work has also expanded to directing music videos and commercials. He has worked with Madonna, LeVey Kravitz, Faith Hill as well as many international companies.

Matthew's work, as is clearly visible in the images produced for SKYY, is characterized by an incredible visual panache and control of detail. Matthew's pictures are rich and iconic and possess an undeniable "Hollywood style", that blends seamlessly with SKYY's own chic and VIP image.

David LaChapelle

David LaChapelle was born in Fairfield, Connecticut in 1963 and attended the North Carolina School of the Arts and the School of Visual Arts in New York City. At age 19 he met Andy Warhol and was offered his first job for Interview Magazine. David LaChapelle is a photographer who has created his own visionary world and a style that is uniquely and incomparably his own.

LaChapelle has brought his style and trailblazing use of computer manipulation and futuristic fashion shoots to the pages of many prestigious magazines worldwide: i-D, arena, the New York Times Magazine, Rolling Stone, Vogue, The Face, and Vanity Fair. He has also produced four highly acclaimed photography books: LaChapelle Land, Hotel LaChapelle, Artists and Prostitutes, and Heaven to Hell. In the past years has produced music videos for international music stars.

Sky Vodka has an impressive history of working with innovative photographers and supporting filmmakers, thus David LaChapelle is a natural fit. Sky's "cocktail moments" and style are emboldened by David's sense of energy, sensuality, playfulness, and sophistication,. The photography he has created is truly memorable.

SKYY BRANDS

SKYY90

SKYY90 is the first modern luxury vodka with taste by design for the modern martini experience. SKYY90 is the purest expression of vodka ever made, resulting in a new standard of excellence for vodka. Blended to 90 proof with Sierra Mountain water, for a taste preferred by discriminating martini drinkers, SKYY90 with taste by design yields a smooth and luxurious tasting vodka.

SKYY90 delivers a high quality vodka by utilising the highest grade of amber winter wheat that optimises flavour characteristics for the modern martini experience.

SKYY VODKA

SKYY Vodka originated in 1988 when an entrepreneur and inventor of the first Multiplex cinemas on the east coast of America developed an innovative method of production that is capable of yielding a vodka with the fewest impurities among leading brands. SKYY's dynamic, innovative,



and leading edge marketing of quality spirits resulted in twelve consecutive years of double-digit sales growth since its inception in 1992. SKYY Spirits became part of Gruppo Campari in 2002.

SKYY Vodka is the number one domestic premium vodka in the United States and the fifth premium vodka globally. SKYY's state-of-the-art process of quadruple distillation and triple filtration yields a vodka of proven exceptional quality and smoothness. In fact, SKYY has the fewest impurities among leading vodkas. With SKYY Vodka's distinctive cobalt blue bottle, and award-winning marketing communications, the name SKYY is synonymous with quality, sophistication, and style.

SKYY Infusions

SKYY Infusions is a unique infused experience made with premium SKYY Vodka and natural fruit flavor. The range represents a new taste sensation that in the US market has been named Best in Class by the prestigious Beverage Testing Institute. Delicious SKYY Infusions deliver the "true-to-fruit" taste of succulent, sun-ripened citrus, cherry, passion fruit, raspberry, grape, pineapple, ginger, dragon fruit and blood orange.

Distribution

SKYY Vodka is distributed by select wholesalers in the United States. SKYY is distributed internationally by Gruppo Campari.

Ingredients

Flagship super premium SKYY Vodka is made from American grain carefully selected from the Midwest and 100% pure filtered water. SKYY was the first to introduce a proprietary four-column distillation and three-step filtration process to consistently ensure exceptional quality. This process is now considered the industry standard.

Signature cocktails

SKYY Vodka provides several options for enjoying, either mixed as a sophisticated cocktail or on the rocks to capture the smooth clean taste.

Top Markets (Volumes as of 2010) (SKYY Brand Only):

US, Brazil, Canada, Italy.