

Press Release

Morrison Bowmore & The Campari Group join forces in the UK Domestic Market

The Campari Group and **Morrison Bowmore Distillers** today announced their intention to launch a **new Joint Venture company** which will be responsible for the sales & marketing of their combined portfolio within the UK domestic market.

Steve Webb, formerly Sales & Marketing Director (UK) for MBD has been appointed **Managing Director** of the new company commented:

“Both companies wanted to extend their UK coverage and maintain focus. It made sense to look at a major initiative that sealed our corporate relationship and gave us the confidence to invest for the long term.”

“On the 5th of May, Campari transfers from First Drinks Brands. From then, four brands, Bowmore Islay Single Malt, Cinzano Vermouth, Campari and Midori will provide a tightly focussed portfolio of core brands. Skyy Vodka and Auchentoshan Lowland Malt will be classed as ‘promise’ brands. Both have an excellent future in the UK and our sales & marketing effort will reflect this belief.”

‘We will in due course provide full details on the Joint Venture’s identity. However we felt it important to announce the news to help explain some of the recent changes and to ensure we maintain excellent service levels to our customers. All services will be purchased under contract from MBD so all orders should be placed with MBD in the normal way by telephoning 0141 630 4756 / 4758. The UK sales & marketing team will be relocating to new offices in Stirling and we are currently looking to fill a number of new sales & marketing roles.’

Enzo Casati, Regional Director of The Campari Group added,

‘We are delighted to have joined forces with MBD in the UK and look forward to working closely with them in achieving our ambitions for Campari, Cinzano and Skyy. I would like to take this opportunity to thank both Allied Domecq Wines & Spirits and First Drinks Brands for their efforts over the last few years but the opportunity to take greater control of our distribution was too great to miss.’

Pictures

Electronic files for individual product shot as well as new portfolio range shot, are available on request.

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