



## PRESS RELEASE

**100 years after the establishment of the first plant in 1904**

### **THE NEW CAMPARI PLANT IN NOVI LIGURE IS BEING INAUGURATED TODAY**

**The plant covers an area of 200,000 sq.m.  
43,000 sq.m. of which are covered**

**It has an annual capacity of 160 million bottles  
with 8 production lines.  
When fully operational it will employ 130 people**

**An investment of €51.7 million**

**It presently produces sparkling wines and Cinzano vermouth, Cynar, Biancosarti,  
Jägermeister and from 2005 it will produce Campari and CampariSoda**

*Novi Ligure, 15 April 2004* – The Campari Group's new plant at Novi Ligure, in Piedmont, Italy, was inaugurated today, in the presence of the Undersecretary for Agriculture and Forestry Policies, **Teresio Delfino**.

The ceremony was opened by **Luca Garavoglia**, Chairman of the Campari Group. **Enrico Mentana** chaired speeches by the authorities: **Enzo Ghigo**, President of the Piedmont Region, **Fabrizio Palenzona**, President of the Province of Alessandria, **Ugo Cavallera**, Councillor for Agriculture and the Environment in Piedmont and **Mario Lovelli**, Mayor of Novi. Also in attendance were **Vittorio Moretti**, Chairman of the Moretti Group, a construction company, and **Pier Domenico Garrone**, President of Enoteca d'Italia.

**Teresio Delfino**, Undersecretary for Agriculture and Forestry Policies, concluded the inaugural ceremony, which was followed by a blessing by His Excellence Monsignor Canessa, Bishop of the Diocese of Tortona, before the official tour of the plant started, led by Campari's Chairman, Luca Garavoglia and Nenad Roth, Plant Director.

One hundred years on from the inauguration of its first production site at Sesto San Giovanni (Milan) in 1904, the Campari Group completed its innovative plant at Novi Ligure, in which it invested €51.7 million, as of 31 December 2003.

**Luca Garavoglia**, Chairman of the Campari Group, declared: *"In recent years Campari has experienced an exceptional period of development, thanks for which goes to very high level management as well as a group of collaborators who have allowed it to progress and achieve, with intelligence and dedication. Today, a large and absolutely avantgarde production plant brings in a new phase of growth, in Italy and internationally"*.

Construction work on the plant, which started on 8 March 2002 with the ceremony of laying the first stone, ended well within the declared timescale.

The new production plant, built on an industrial area west of the city of Novi Ligure, takes up **200,000 sq.m. in surface area**. Of this, buildings cover an area of 43,000 sq.m., while the green area measures approximately 30,000 sq.m. This is a modern, highly technological structure and is the result of teamwork between the Campari team and the Moretti Group who collaborated on designing and building the plant.

The plant consists of a large monolithic block arranged over one story, divided into three spaces: the area intended for processing the production cycle for sparkling wines and vermouths, the area used for the bottling line and goods storage and finally a connecting tunnel between these two areas which concentrates all the service technology required for the two divisions in its 2,000 sq.m. Three buildings complete the area: a utility building where the technology exchanges (heat and electrics) are to be found, a services building where the canteen, changing rooms and meeting rooms are located and, finally, a building for office use.

In 2005, when fully operational, 130 people will be employed, out of an approximate total of 1,550 Campari Group employees worldwide. There are **eight production lines** (the sparkling wines line, two Jägermeister lines, a vermouth-liqueurs line, a double Campari line, a CampariSoda line, and a miniature line) with an **annual capacity of approximately 160 million bottles**.

70% of Novi Ligure's production is intended for markets abroad and shall contribute to its export volumes. In 2003, these represented 52.4% of the Group's overall turnover.

**Marco Perelli-Cippo**, the Campari Group's CEO, declared: *"The Campari Group, the sixth largest worldwide in the spirits sector and present throughout 190 countries, is the result of constant attention to production processes, to product and market development and to organisation and creativity. The plant at Novi, which officially comes to life as of today, symbolises this and at the same time promises many other successes"*.

At present, the new plant produces **Cinzano's** range of **sparkling wines** (Asti, Gran Cinzano, Brachetto, Pinot-Chardonnay, Pinot-Chardonnay Cuvée Selezione, Bon Sec, Prosecco, Prosecco Cuvée Selezione, Riserva Principe di Piemonte, Tiziano) and **vermouths** (Bianco, Rosso, Extra-Dry, Rosè, Limetto and Orancio), **Cynar**, **Biancosarti** and **Jägermeister**. This shall be extended in 2005 to the production of **Campari** and **CampariSoda** as well.

The move to Novi was a strategic choice. The site is one of the three areas in Piedmont for bottling Asti and is also at the centre of an excellent communications system. **Enzo Visone**, the Group's Deputy CEO declared: *"The new production plant, which represents the most modern synthesis of the naturalness of our products and the best technology, will allow us to launch new challenges to the market and to achieve important new goals where expansion and quality are concerned, and this in a region containing some of the greatest treasures of Italy's wine producing culture for the Millennium"*.

This large production site, which has absorbed the plant in Termoli and shall go on to absorb that in **Sesto San Giovanni**, from which the Campari and CampariSoda lines will be coming in 2005, stands alongside the Group's other Italian **plants** located in **Sulmona** (where they are producing Campari Mixx, amongst other products), **Crodo** (Crodino, acque Crodo), **Alghero** (Zedda Piras) and **Canale D'Alba**, where the plant for the newly-acquired Barbero 1891 is to be found (Aperol, Riccadonna, Aperol Soda, and the Enrico Serafino wines). The Group has three plants abroad: two in **Brazil**, where it produces Campari, Cynar, Jägermeister, Cinzano Vermouth, Dreher, Old Eight and Drury's Gold Cup; and a plant in **France** in Nanterre, where it produces Campari and the Cynar infusion. There are four wineries: in **Alghero**, where **Sella&Mosca** is located, the Sardinian winemaking company which produces and distributes high-range wines. Sella & Mosca S.p.A. in turn controls

approximately 93.66% of Quingdao Sella & Mosca Winery Co. Ltd., a commercial joint venture located in China with local partners which produces the Chinese wine brand **Catai**, and 100% of the Société civile du Domaine de la Margue, a domain which produces **Chateau Lamargue**, a range of high-quality French wines. The fourth winery is located in Canale D'Alba and produces wines under the Enrico Serafino brand.

#### **FOR FURTHER INFORMATION:**

**The Campari Group** is the sixth largest worldwide in the spirits sector. It is present in 190 countries and leads the Italian and Brazilian markets. It holds first place positions in the U.S., Germany and Switzerland. The Group boasts a rich portfolio, divided over three important sectors: spirits, wines and soft drinks. Its product portfolio includes internationally well-known brands such as Campari, SKYY Vodka, Cynar and Cinzano and leader brands on local markets such as CampariSoda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Lemonsoda, Oransoda and Pelmosoda in Italy, SKYY Blue in the U.S., Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group employs around 1,550 people and, from July 2001, ordinary shares in the group leader Davide Campari-Milano S.p.A. have been quoted on the Telecommunications' Share Market organised and managed by Borsa Italiana S.p.A.

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