



Cinzano Five hits the Ready To Drink market

Following the successful introduction of Campari Mixx in Italy and Switzerland; and Skyy Blue in the USA, the Campari Group is set to launch in South Africa a third product in the exploding sector of Premium Packaged Spirits, part of the dynamic Ready To Drink segment.

Cinzano Five is a zesty exotic pre-mixed blend of spirit (5,4% vol.) and refreshing fruity flavours: lemon, pineapple and orange.

Cinzano Five targets young, adventurous, trend-setting men and women, offering them a new and refreshing light alcoholic drink.

The elegant and contemporary label, coupled with a stylish 275 ml glass bottle, place **Cinzano Five** at the premium end of the RTD's on offer. This new RTD represents an important opportunity for Cinzano to capitalise on its excellent brand awareness and to reinforce its presence among existing and new consumers.

Cinzano Five will be launched in South Africa, where it will be produced in conjunction with African Wines & Spirits, Cinzano's local distributor.

African Wines & Spirits is a company specialised in producing and distributing local and international wine and spirits on the South African market. In addition to Cinzano, African Wines & Spirits international portfolio includes Campari, Skyy Vodka and many other international and local brands.

Sales will begin by November 2002 with two flavours (lemon and pineapple) in the Western Cape area. National roll-out will take place in February 2003, with additional flavours to the range to be introduced in the coming months.

Cinzano Five will be supported by a significant advertising campaign on major media networks including television, cinema, press, poster and radio campaigns. The total investment is more than R9, 000,000. On top of that, dynamic promotional activities will be developed, both in key retail outlets, in bars and in night clubs.

For further information on Cinzano Five, kindly contact John Kabalin at African Wines & Spirits on 021 – 794 6697 or Campari International at info@cinzano.com or visit www.cinzano.com

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