

CAMPARI GROUP

**TOASTING
LIFE
TOGETHER**

LEVY MLB RFP

NOVEMBER 20, 2020

Utilize Big Drinks & Big Brands To Drive Big Drink Sales!

- Top trending cocktails
- Top trending brands (*that are Core*)
- Premium offerings to increase spend
- Partner with other suppliers to add appeal, support and scale (*E&J Gallo, Bacardi, American Beverage*)
- Activations
- Added baseball relevance increases appeal

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Leverage Your Core Campari Spirits to Deliver Success in Ballparks



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60% of CDR consumers prefer a margarita with Grand Marnier over Cointreau!

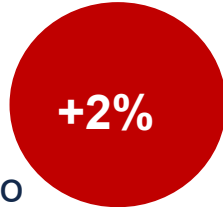
Operators prefer Grand Marnier in their Margarita Offerings than any other Spirit Brand and this is growing!+



Top Margarita Brands







1. Grand Marnier

2. Patron
3. Sauza
4. Cointreau
5. Patron Citronge
6. El Jimador
7. 1800
8. Jose Cuervo



The Cadillac Margarita is trending +10%!!

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BRAND**	PURCHASE INTENT	UNIQUENESS	DRAW	CRAVEABILITY
	181 	95 	93 	105 
	124	92	90	81

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Sources: *Nielsen CGA On Premise User Survey (Spring 2020) – sample size: 3835; **Technomic MenuSurf; +Ignite Menu data, Q4'18 – Q4'19, Technomic Inc

Why You **\$**hould Make Every Margarita Grand



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- Grand Marnier drinkers can bring considerable extra value to outlets, through inclusion of the Brand in Margaritas*
 - Grand Marnier drinkers spend on average **\$237** on eating and drinking out monthly **+\$56** vs average margarita drinker
 - Grand Marnier consumers are incredibly active in the on premise with 62% drinking out weekly—that's **+38pp** vs margarita drinkers
 - Using Grand Marnier in margaritas provides a premium edge, with GM drinkers willing to **\$pend more on premium cocktails than average margarita drinker****

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GRAND SLAM MARGARITA *(rocks or frozen)*

America's favorite cocktail served in a souvenir baseball bat glass!

INGREDIENTS

1 ½ oz. Patron Silver
¾ oz. Grand Marnier Cordon Rouge
4 oz. Finest Call Premium Lime Sour

GARNISH

1 lime wedge and salt half rim

GLASS

16 oz baseball bat pint plastic cup

PREPARATION

Batch or shake and strain over ice. Garnish and serve.



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APEROL SPRITZ OPPORTUNITY

ON-PREMISE...

75% of consumers intend to **maintain or increase** lo/no alcohol consumption¹

60% of lo/no spirit consumers **>40 yo**¹

Consumers continue to seek low-ABV spirits and cocktails for their more mindful and carefree qualities

ON Aperol drinkers:²

44% are 21-31 yo
71% drink out weekly

63% trade up almost/every time

Aperol (+ spritzes) attract young and valuable consumers in the on-premise, often trading up from beer, wine, RTD

The Aperol Spritz is Italy's **#1 cocktail**³

Top 10 cocktail internationally⁴

Celebrate the sunshine while increasing traffic and sales this summer with Aperol Spritz!



SOURCES: 1. United States: IWSR No-and Low-Alcohol Strategic Study 2021; 2. NCGA, "Aperol Spritz –Winning Across Occasions," October 2020; 3. Source: Kantar, 2020 online study, sample of 3,000 alc. cocktail drinkers 18-54 y.o. in the past 3 months in Italy; 4. Drinks International 2021

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7th INNING SPRITZ

A refreshing cocktail with amazing color appeal and low ABV

INGREDIENTS

3 oz. La Marca Prosecco
2 oz. Aperol
1 oz. Soda

GARNISH

1 Orange Slice

GLASS

12 oz. disposable cup

PREPARATION

Fill cup with ice, add prosecco, add Aperol and add soda.
Garnish and serve.

Batching possible with carbonated kegs.

Notes:

Additional flavor variations such as strawberry can potentially broaden appeal.

Souvenir cups can increase visibility.



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APEROL SPRITZ: ACTIVATION OPPORTUNITIES

APEROL SPRITZ



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GRAND MARNIER: ACTIVATION OPPORTUNITIES

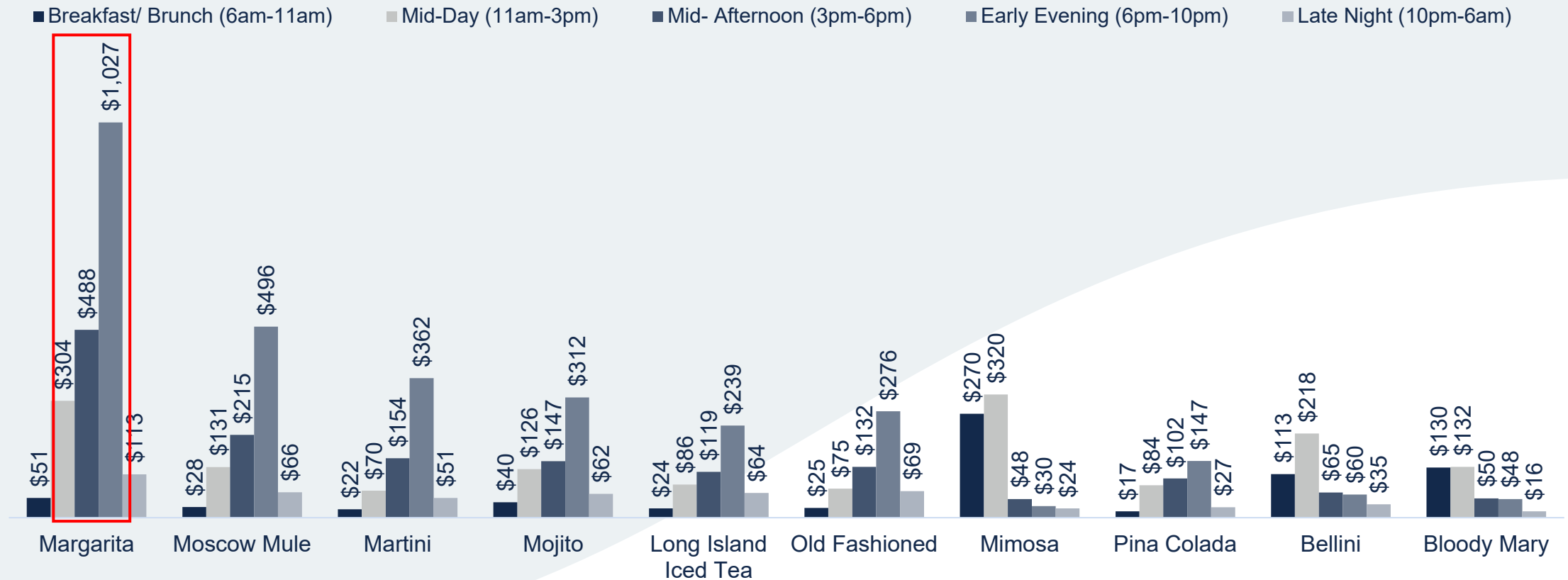


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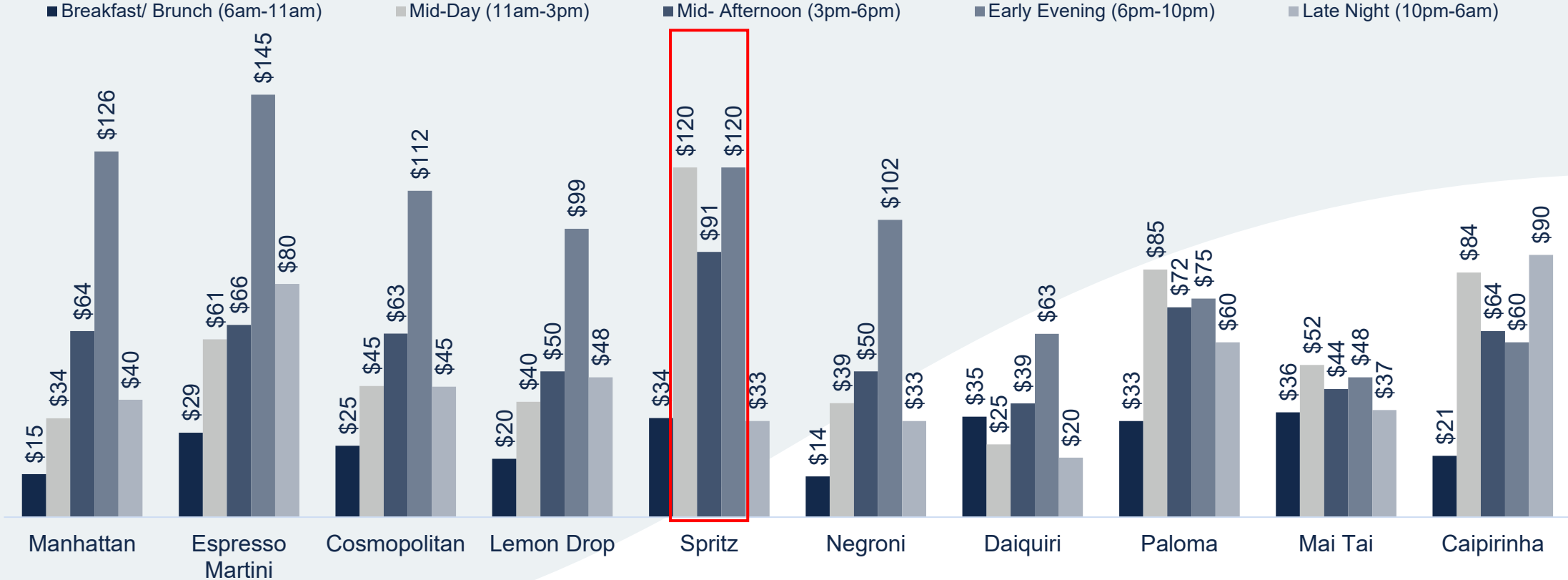
While early-evening is the top performer for the majority of cocktails, Margaritas dominate particularly in the mid-afternoon and early evening

Top 10 Cocktail Value Velocity by Daypart*



Spritzes and Palomas experience their strongest velocities at mid-day, mid-afternoon and early evening- aligning with MLB baseball start times

Top 11 - 20 Cocktail Value Velocity by Daypart*

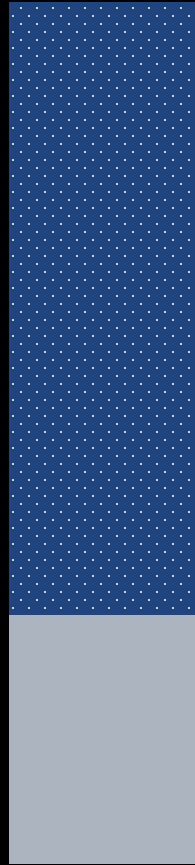


*Ranked by whole day velocity
 Source: CGA BeverageTrak, L12w to Oct 23 2021

Beyond Mocktails...

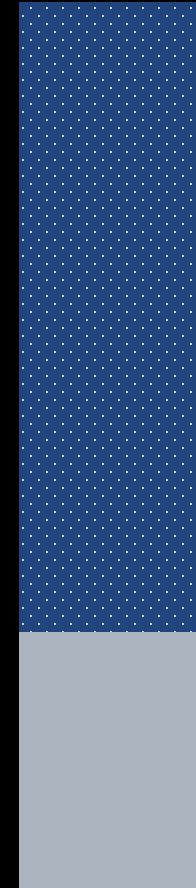
—Low-/No-Alcohol Drinks

29%
of consumers find these drinks appealing



29%
of consumers find these drinks appealing*

39%
Ages 21-24**



Base: 400 consumers ages 21+
Source: Technomic April 2022 Omnibus consumer survey

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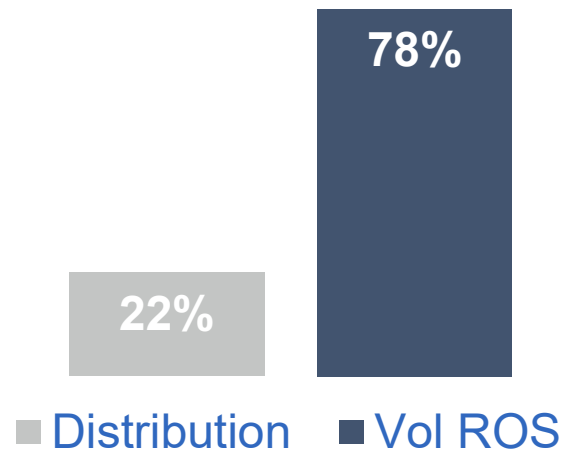
*Base: 400 consumers ages 21+

**Base: 33 consumers ages 21-24

Source: Technomic April 2022 Omnibus consumer survey

With the growth of Aperol coming more significantly from higher volume sales than increasing distribution - this leaves headroom for increased distribution to push up sales even further

Contribution to Volume Change of Aperol L 52 wks



Value potential over the year if Aperol was sold in every venue that stocks wine in the US

\$1.9 Billion

With 274,775 outlets stocking wine and not Aperol, there is huge potential growth headroom

2022 Cocktail Seasonality Trends

SPRING

SUMMER

Spring and Summer Cocktails tend to be made with lighter spirits and fruit forward flavors

Top Drinks

Irish Coffee “St. Patrick’s”
Pineapple Margarita
Michelada
Rum Punch
Margarita
Bellini

Top Flavors

Raspberry Puree
Coffee
Root Beer
Tomato
Hibiscus
Freshly Squeezed Lime

Top Drinks

Watermelon Martini
Mai Tai
Watermelon Margarita
Pina Colada
Mojito
Spritz

Top Flavors

Wild Berry
Watermelon
Sweet Tea
Orange Zest
Green Tea
White Chocolate

FALL

WINTER

Fall and Winter Cocktails made with darker spirits and sweet flavors like cinnamon and chocolate

Top Drinks

Apple Martini
Whiskey Sour
Sangria

Top Flavors

Pumpkin
Salted Caramel
Apple Juice
Cinnamon
Maple
Apple Cider
Nutmeg

Top Drinks

Sidecar
Manhattan
Strawberry Margarita
Martini
Old Fashioned
Mimosa

Top Flavors

Candy Cane
Hot Chocolate
Marshmallow
Peppermint
Dark Chocolate
Cold Brew



OUR SUSTAINABILITY



OUR PEOPLE

Camparistas are the first ambassadors of our Group around the world and one of the most important assets in assuring the success of our business. The Group is constantly committed to foster a corporate culture in which its people feel welcome, trusted and encouraged to bring their whole self to work so they can truly feel that they belong.

Nurturing each unique talent is crucial to embrace the challenges and opportunities presented by the market.

Learning is the pillar for sustaining individual development and is considered a key competitive advantage for the business. Also, Campari Group considers the health, integrity and well-being of its employees, business partners and the communities in which it operates to be primary and fundamental elements in conducting and developing its activities.



RESPONSIBLE PRACTICES

Campari Group actively promotes a culture of responsible drinking, having the deep conviction that its brands are a way to enjoy pleasurable sociable occasions.

Our Group strongly condemns excessive, inappropriate or illegal consumption of alcohol. A major focus is on providing the best products possible to our customers and consumers by always choosing superior, top-tier business partners.

Establishing fair, transparent and loyal relationships enables our Group to offer products of the highest quality and safety while constantly delivering a competitive advantage.

The Group's focus on ensuring and developing good business practices applies in fact to its suppliers and distributors as well as its own activities and business units.



ENVIRONMENT

The protection of the Environment is a fundamental milestone for Campari Group.

The responsible use of resources and reduction of the environmental impact of our production activities are, of course, practices that guide the Group's activities with the aim of pursuing sustainable development. The Campari Group's medium-long term environmental targets are in fact aligned with the UN Sustainable Development Goals to protect the planet. Our goals cover energy, water and waste and represent the way we measure, monitor and improve our environmental efforts, focusing on impact, within our own operations. The Group thus commits to preventing environmental pollution through operational control and risk management.



COMMUNITY INVOLVEMENT

In the last few years, Campari Group has grown significantly both in terms of geographical expansion and number of people employed, and it is now directly present in several countries with different social landscapes. Culture is a key element of the Campari Group's DNA. The 'Campari' name, in fact, has always been associated with the world of art, design and cinema. The promotion of culture and its dissemination also means focusing on people's education and well-being. Work, education and culture will continue to be key areas on which the Group has decided will concentrate its efforts. The Group is, indeed, sensitive to the needs of the communities in the countries in which it has a significant presence.