

SHANKEN NEWS *Daily*

Exclusive news and research for the wine, spirits and beer executive

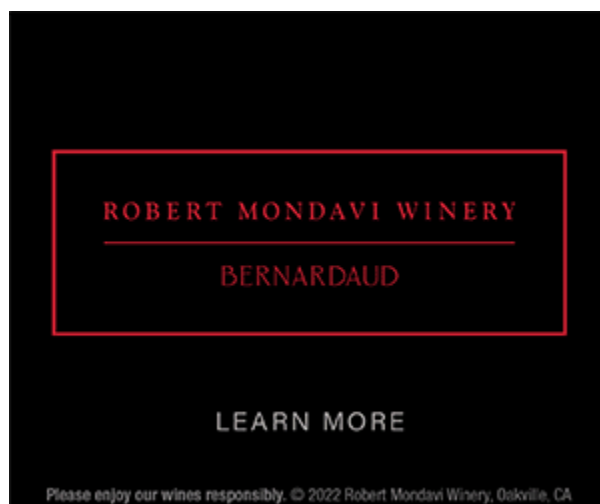
Wednesday, February 23, 2022

Campari's Sales Hit \$2.5 Billion On 26% Growth In 2021

Campari Group saw sales increase a robust 26% to €2.2 billion (\$2.5b) in its fiscal year through December, while adjusted EBIT jumped 42% to €435 million (\$494m). The Italy-based drinks group noted that sales growth continued to register at a rapid 21% clip in the fourth quarter despite the challenges raised by latest wave of the pandemic.

In the U.S., Campari's largest market, sales rose by 19% year-on-year—and 23% compared with 2019—driven by double-digit growth for Espolòn, Grand Marnier, and Aperol and high single-digit gains for Campari and Wild Turkey, whose higher-end whiskies continued to gain notable traction. The company said its U.S. business benefited from the reopening of the on-premise and sustained consumption in the off-premise over the course of the year, with off-premise sell-out up 28% versus 2019.

“Looking at 2022, we remain highly confident about the continued strong business momentum with accelerated consumer recruitment across our key brands, fully leveraging new consumption habits across both on-premise and off-premise channels,” said Campari Group CEO Bob Kunze-Concewitz. But he added that logistics issues and rising costs are likely to continue well into this year. “While we continue to leverage price increase opportunities to mitigate cost headwinds, the temporary input costs pressure is expected to further intensify during the current year.”



Campari America—Top 10 Brands (thousands of 9-liter case depletions)					
Rank	Brand	Origin/Type	2020	2021	Percent Change¹
1	Skyy	American Vodka	2,390	2,150	-10.0%
2	Espolon	Tequila	768	979	27.5%
3	Wild Turkey	Bourbon/Rye	810	835	3.1%
4	Grand Marnier	Imported Liqueur	540	625	15.7%
5	Wild Turkey American Honey	Flavored Whiskey	454	490	7.9%
6	Aperol	Imported Liqueur	248	305	23.0%
7	Appleton ²	Imported Rum	250	255	2.0%
8	Campari	Imported Liqueur	182	196	7.5%
9	Cabo Wabo	Tequila	85	81	-4.7%
10	Frangelico	Imported Liqueur	63	70	11.1%
Total Top 10			5,790	5,986	3.4%
Total Campari America			5,922	6,154	3.9%
<p>1 Based on unrounded data. 2 Includes J Wray Overproof. Source: IMPACT DATABANK © 2022</p>					

News Briefs:

•Brad Pitt has filed a lawsuit against his ex-wife, Angelina Jolie, over the sale of her shares of the southern French wine estate Chateau Miraval. The couple purchased a controlling interest in

the winery in 2012 for approximately €25 million and held their wedding there in 2014. When they divorced two years later, Pitt alleges they agreed to a “mutual understanding” that neither would sell their shares without the other’s consent. In 2021—without Pitt’s knowledge, he claims—Jolie sold her stake to Tenute del Mondo, a division of the vodka company Stoli Group, owned by Russian businessman Yuri Shefler. [Wine Spectator has the full story.](#)

- Republic National Distributing Company (RNDC) is planning to open a new Romeoville, Illinois distribution center by the end of the month, with the move expected to bring approximately 60 new jobs to the Chicagoland area. The 351,000-square-foot facility is RNDC’s first distribution facility in the Chicago area. It will store, warehouse, and distribute wholesale alcohol beverage products to the entire state of Illinois, which [RNDC entered last year](#), partnering with local player Heritage Wine Cellars. Delivery operations from the new site are expected to begin in April.

- TX Whiskey, part of the Pernod Ricard portfolio, is launching a new campaign highlighting its Texan roots and starring actor and producer Scoot McNairy. Pam Forbus, chief marketing officer of Pernod Ricard USA, called the “Our Whiskey, Our Way” push “the first big marketing campaign” behind the TX brand, which joined the Pernod portfolio in 2019 and has been growing by double-digits. It includes multiple video spots, with “the tone throughout evoking a challenger mindset with Texan edge,” according to the company.

- Champagne Telmont, majority owned by Rémy Cointreau, has brought on actor Leonardo DiCaprio as an investor. While the size of the stake wasn’t disclosed, DiCaprio cited Telmont’s sustainability measures as drawing him to the brand, which is aiming to convert its entire vineyard to 100% organic agriculture by 2025 and assist its partner growers with the full conversion of their vines by 2031. Last year, Rémy Cointreau launched Telmont in the U.S., with price points ranging from \$60 to over \$200 a bottle. Telmont produces about 400,000 bottles (33,000 cases) annually.

- Proximo Spirits’ Sexton Single Malt Irish whiskey has unveiled a new bottle to commemorate the final season of AMC series The Walking Dead. The packaging depicts themes of The Walking Dead across The Sexton’s black hexagonal bottle, which features a decaying silver label and a walker’s head in the place of the brand’s trademark skeleton logo. The Sexton’s The Walking Dead-inspired release will be available in limited quantities at wine and spirits retailers across the country starting at the end of February at a suggested retail price of \$30.



•Boston Beer Co. has introduced Hard Mtn Dew, its collaboration with PepsiCo. Debuting in Florida, Iowa, and Tennessee, the 5% abv line initially includes Original Mtn Dew, Baja Blast, Black Cherry, and Watermelon flavors with no caffeine or added sugar and 100 calories per serving. Boston Beer is producing the brand—which is launching in 24-ounce cans and mixed 12 packs of 12-ounce cans—while Blue Cloud Distribution, Inc., a new entity wholly owned by PepsiCo, is responsible for wholesale operations.

•Shaw-Ross International Importers has promoted company veteran Nick James to executive vice president, brand management, overseeing the brand management team, as well as its training and development. Additionally, Shaw-Ross has promoted Ricky Febres and Rod Simmons to vice president, national brand manager. Febres has been with the company for 23 years, while Simmons joined Shaw-Ross in 2000.

M. Shanken Communications, Inc. seeks a dedicated Director, Social Media, to be based in its New York office. The position will develop and execute the social media strategy for all M. Shanken social channels, working across brands including Wine Spectator, Cigar Aficionado, and Whisky Advocate as well as the trade division. Interested candidates may email Michael Capace, Vice President, Digital, at mcapace@mshanken.com.

Recently in the News:

- [Interview: Beam Suntory North America President Greg Hughes](#)
- [Cuervo Posts Full-Year Sales Up 12.5% To \\$1.9 Billion](#)
- [Mast-Jägermeister US Names Joe Fortune As CEO](#)

Get the latest edition of Shanken's Impact Newsletter, providing in-depth news and research about the beverage alcohol industry.

[Subscribe today](#) and you'll receive every issue in both print and digital format.

[For a complete listing of M. Shanken Communications events or to register, click here.](#)

Got a story idea, or general comments about this newsletter?

Contact our editors David Fleming, Daniel Marsteller, and Shane English at:
shankennewsdaily@mshanken.com

Share this newsletter via: [!\[\]\(bd1a142de767a21e5362c595f844a4ff_img.jpg\) Facebook](#) [!\[\]\(d4257ae6a3e163e6d467b3eb87960fa1_img.jpg\) LinkedIn](#) [!\[\]\(37da042f270bb1ebdb248503fcdcdd43_img.jpg\) Reddit](#) [!\[\]\(22b1bf7712f21472f961e36af9cc7acb_img.jpg\) Twitter](#)