



**CAMPARI  
GROUP**

**举杯致敬永恒情谊：**

**五粮液×金巴厘集团正式签署战略合作谅解备忘录**

**Toast to a Timeless Bond:**

**Campari And Wuliangye Signed A Memorandum Of Understanding On Strategic Cooperation**

(2023年11月24日，宜宾) 11月22日，金巴厘与五粮液在四川省宜宾市五粮液签署战略合作谅解备忘录，五粮液和金巴厘将强强联手，优势互补，结成战略合作关系，双方将在新品共创、加强营销体系合作、推广品牌文化等方面开展全方位交流与合作，助推双方在国内烈酒市场乃至全球市场共同发展。

(Yibin, November 24, 2023) On November 22, Campari Group and Sichuan Yibin Wuliangye Group Co., Ltd. signed a Memorandum of Understanding on strategic cooperation in Wuliangye, Yibin City, Sichuan Province. Wuliangye and Campari will join forces and complement the advantages of both parties to form a strategic cooperation relationship. The two groups will collaborate in areas such as new product co-creation, channel expansion, strengthening marketing cooperation, and promoting brand culture to support the joint development of both parties in domestic China and international spirits market.

在金巴厘集团首席执行官(CEO)鲍伯·库兹·康西瓦兹、金巴厘集团候任首席执行官兼亚太区董事总经理马特奥·方塔基奥蒂、金巴厘集团候任亚太区董事总经理兼意大利区董事总经理马蒂斯·克雷默、五粮液集团(股份)公司党委书记、董事长曾从钦、五粮液股份公司副董事长张宇、五粮液股份公司总工程师杨韵霞的共同见证下，金巴厘集团中国区董事总经理查道荃与五粮液集团公司总经理助理、进出口公司董事长陈翀代表双方签约。

Under the joint witness of Bob Kunze-Concewitz, Group CEO of Campari Group; Matteo Fantacchiotti, Group Deputy CEO and Managing Director of Asia Pacific Region of Campari Group; Matthijs Kramer, Deputy Managing Director of Asia Pacific Region and Managing Director of Italy of Campari Group; Zeng Congqin, Secretary and Chairman of the Party Committee of Wuliangye Group; Zhang Yu, Vice Chairman of Wuliangye Group; Yang Yunxia, the Chief Engineer of Wuliangye Group; Pauline Cha, Managing Director of Campari Group China, and Chen Chong, Assistant to General Manager of Wuliangye Group and Chairman of Import and Export Company, signed the Memorandum of Understanding on behalf of both parties.

金巴厘集团首席执行官鲍伯·库兹·康西瓦兹在签署仪式上介绍了金巴厘集团的发展历史及经营现况，并重申了金巴厘集团对于中国市场的重视。同时表示，金巴厘与五粮液的此次合作既表达了双方对于彼此优势的高度尊重与认同，同时也充分体现了双方共同的价值观：务实和迅速。

At the signing ceremony, Bob Kunze-Concewitz, CEO of Campari Group, introduced the history and performance of Campari Group, and reaffirmed the importance of the China market. He said the spirit of cooperation between Campari and Wuliangye is rooted in deep respect for each other's strengths and reflects our shared values of pragmatism and agility.

金巴厘集团候任首席执行官兼亚太区董事总经理马特奥·方塔基奥蒂在发言中表示，金巴厘与五粮液的战略合作在全球范围内都将具有划时代的意义。此次与五粮液携手，金巴厘将结合金巴厘丰富的多品类洋酒产品线以及五粮液在浓香型白酒的领导地位，进一步发掘市场增长机会、促进酒类文化发展。通过双方合作，金巴厘与五粮液不仅携手将不同文化代表的优质酒类产品带给国内外消费者，并共同开发针对不同场景的全新产品。

Matteo Fantacchiotti, Group Deputy CEO and Managing Director of Asia Pacific Region of Campari Group said in his speech that the strategic cooperation between Campari and Wuliangye marks a significant milestone in the global spirits industry.



**CAMPARI  
GROUP**

Together with Wuliangye, Campari will uncover growth opportunities while promoting cultural exchange through spirits, represented by Campari Group's wide portfolio of western spirits across different categories and Wuliangye's leadership in Chinese Nongxiang Flavor Baijiu. Through this partnership, Campari and Wuliangye not only will introduce consumers in China and abroad to different spirits representing different cultures, but by partnering together, develop and co-create new products for different occasions.

五粮液集团（股份）公司党委书记、董事长曾从钦在签约仪式上致辞中对双方此次座谈和签约的意义表示高度肯定，并对金巴厘集团作为世界顶级烈酒品牌取得的成绩与成就等表示了敬意。他表示，此次合作将是全球两大知名酒企产品创新的一次突破尝试，是东西方文化交流互鉴的一次激情碰撞，必将为全世界热爱美酒的人们带来惊喜愉悦，必将助力中意两国灿烂酒文化交流互鉴、民心相连相通，必将共同推进全球烈酒市场繁荣发展。

Zeng Congqin, Secretary and Chairman of the Party Committee of Wuliangye Group, highly affirmed the significance of the meeting and the signing of the Memorandum between the two parties, and paid tribute to the achievements of Campari Group as one of the top spirits groups in the world. He said that this cooperation will be a breakthrough in product innovation of the two top spirits groups in the world, and a passionate collision of cultural exchanges between the East and West. It will surely bring surprise and pleasure to people all over the world and promote the splendid culture exchanges of spirits as well as the mutual bond between China and Italy, leading to prosperity and development of the global spirits industry.

与金巴厘集团中国区董事总经理查道荃与五粮液集团公司总经理助理、进出口公司董事长陈翀分别发言并回顾了双方前期合作情况，取得的成绩、积累的合作友谊等。

Pauline Cha, Managing Director of Campari Group China, and Chen Chong, Assistant General Manager of Wuliangye Group and Chairman of Sichuan Yibin Wuliangye Group Import and Export Co., Ltd., respectively delivered speeches and reviewed the current cooperation between the two parties, and shared the achievements and fruits of the friendly collaboration.

今年9月12日，五粮液和金巴厘双方共创并联合发布了“五谷罗尼”全新鸡尾酒，并同期推出了五粮液与金巴厘共同参与开发的五粮液集团特别针对鸡尾酒调酒所推出的浓香型产品。在“举杯致敬永恒情谊”的主题下，“五谷罗尼”鸡尾酒不仅重新诠释了经典的金巴利内格罗尼，同时也正式开启了五粮液与金巴厘之间“永恒情谊”的序幕。此次别具一格的合作，获得了业内的广泛关注。随着此次双方集团战略协议的正式签署，金巴厘和五粮液将进一步深化合作，共启中西方烈酒文化灿烂交汇的崭新里程。

On September 12 this year, Wuliangye and Campari jointly released a brand-new cocktail, the "Wugroni", made with a special blend of Wuliangye Baijiu that it co-created by both companies. With the theme of "Toast to a Timeless Bond", the Wugroni gives a new interpretation to the classic Campari Negroni and marks the beginning of a timeless bond between Campari and Wuliangye. The unique collaboration has attracted wide attention in the industry. With the formal signing of the strategic Memorandum between the two parties, Campari and Wuliangye will further deepen cooperation and jointly initiate a brand-new milestone in the splendid intersection of Chinese and Western spirits culture.

签约仪式前，金巴厘集团领导还参观考察了五粮液鹏程广场、523酿酒车间、五粮液博物馆、100万吨储酒基地等地标，实地感受五粮液传承历史、精益求精的酿造工艺。

Before the signing ceremony, the leaders of Campari Group also visited Wuliangye Peng Cheng Square, 523 Brewing Workshop, Wuliangye Museum, the base where one million tons of Baijiu is stored and other landmarks to experience first-hand Wuliangye's storied history of tradition and craftsmanship.



# CAMPARI GROUP

## FOR FURTHER INFORMATION

### Investor Relations

Chiara Garavini	Tel. +39 02 6225330	Email: <a href="mailto:chiara.garavini@campari.com">chiara.garavini@campari.com</a>
Jing He	Tel. +39 02 6225832	Email: <a href="mailto:jing.he@campari.com">jing.he@campari.com</a>
Thomas Fahey	Tel. +44 (0)20 31009618	Email: <a href="mailto:thomas.fahey@campari.com">thomas.fahey@campari.com</a>
Valentina Sponza	Tel. +39 02 6225528	Email: <a href="mailto:valentina.sponza@campari.com">valentina.sponza@campari.com</a>

### Corporate Communications

Enrico Bocedi	Tel. +39 02 6225680	Email: <a href="mailto:enrico.bocedi@campari.com">enrico.bocedi@campari.com</a>
Marta Andena	Tel. +39 3473223081	Email: <a href="mailto:marta.andena@campari.com">marta.andena@campari.com</a>

## 关于金巴厘集团

金巴厘集团是全球知名烈酒集团之一，旗下拥有50多个高端和超高端品牌，遍布全球各地，其中重点品牌包括阿佩罗利口酒、金巴利利口酒、深蓝伏特加、柑曼怡柑橘味干邑力娇酒、威凤风波本威士忌和阿普尔顿庄园朗姆酒。集团成立于1860年，是全球第六大高端烈酒集团，其全球业务分销网络遍及190多个国家及地区，并在欧洲和美洲等地处于领先地位。集团的发展战略旨在通过强大的品牌建设实现有机增长，并通过有选择性的品牌及业务收购等实现外部增长。

金巴厘集团总部位于意大利米兰，在全球拥有23家工厂，并在25个国家拥有自己的分销网络，员工数量约4700人。母公司 Davide Campari-Milano N.V. (Reuters CPRI.MI Bloomberg CPR IM) 自2001年起在意大利证券交易所上市。

理性饮酒，关爱健康。更多信息请访问金巴厘集团官方网站：<http://www.camparigroup.com/en>

## ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include **Aperol**, **Campari**, **SKYY**, **Grand Marnier**, **Wild Turkey** and **Appleton Estate**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Campari Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group operates in 23 production sites worldwide and has its own distribution network in 25 countries. Campari Group employs approximately 4,700 people. The shares of the parent company Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/en>. Please enjoy our brands responsibly.

## 关于五粮液集团公司

五粮液集团公司是一家以酒业为核心，涉及现代制造、现代包装、现代物流、金融投资、健康产业等领域的特大型国有企业集团。其主导产品五粮液酒历史悠久，文化底蕴深厚，是中国浓香型白酒的典型代表与著名民族品牌，多次荣获“国家名酒”称号，并首批入选中欧地理标志协定保护名录。

目前，集团公司拥有两家A股上市公司（000858五粮液和600793宜宾纸业），股份公司现有10万吨纯粮固态原酒年产能和100万吨原酒储存能力。其中，最大的白酒酿造车间年产能达4万吨，产业园区规划面积18平方公里，被评为国家AAAA级旅游景区。

更多信息请访问五粮液集团公司官方网站：<https://www.wuliangye.com.cn/>



**CAMPARI  
GROUP**

**ABOUT WULIANGYE GROUP**

Wuliangye Group Corporation is a large-scale state-owned enterprise group with the liquor industry as its core. It is involved in fields such as modern manufacturing, modern packaging, modern logistics, financial investment, and health industry. Its flagship product, Wuliangye Baijiu, has a long history and profound cultural heritage. It is a typical representative of Chinese strong-aroma Baijiu and a well-known national brand. It has been awarded the title of "National Famous Liquor" multiple times and was among the first batch of geographical indications protected under the Agreement between China and Europe Union on Geographical Indications.

Currently, the group has two A-share listed companies (000858 Wuliangye and 600793 Yibin Paper) and has an annual production capacity of 100,000 tons of pure grain solid-state base liquor and a storage capacity of 1 million tons of base liquor. The largest Baijiu brewing workshop has an annual production capacity of 40,000 tons. The industrial park has a planned area of 18 square kilometers and has been rated as a national AAAA-level tourist attraction.

For more information, please visit the official website of Wuliangye Group Corporation:  
<https://www.wuliangye.com.cn/>