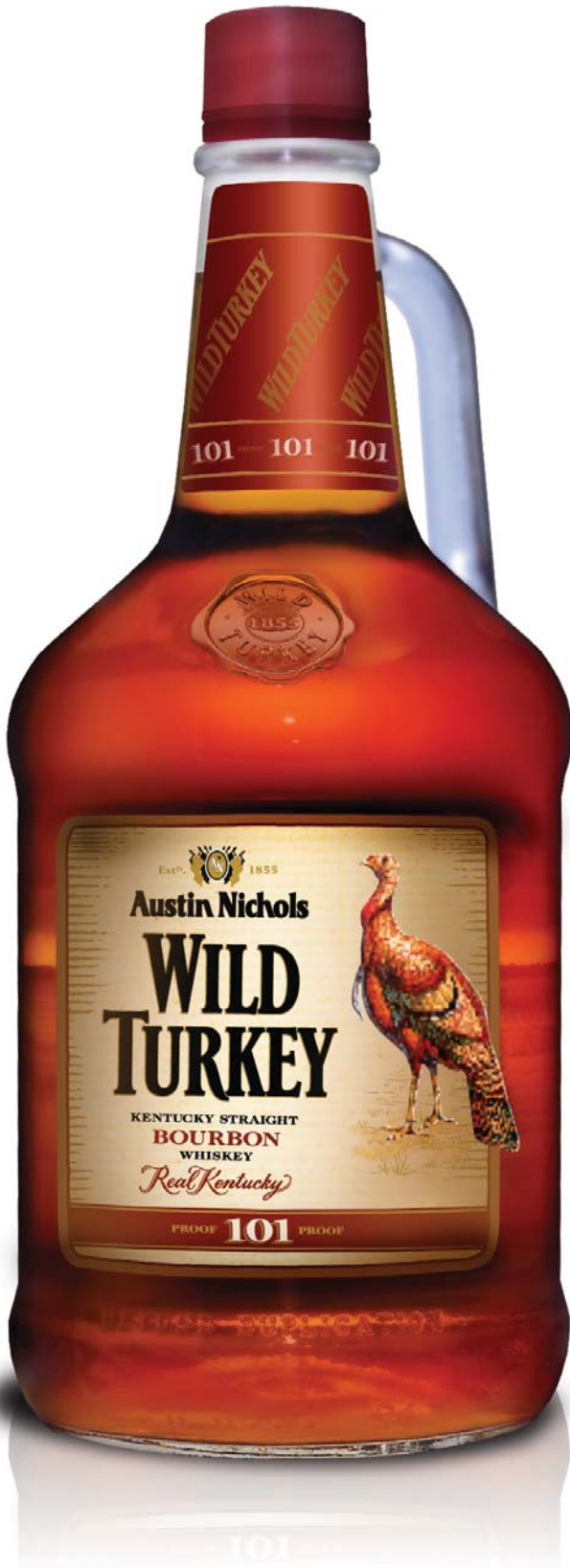




WILD TURKEY



Gruppo Campari, Wild Turkey

Pressure Sensitive Label / Flexo / Paper & Film / Emboss

Wild Turkey is a genuine Kentucky Bourbon with a sought after “burn” that comes from its high proof; an attribute fundamental to the brand and critical in maintaining its authentic bourbon characteristics.¹ The pressure sensitive label is equally as distinctive with over 10 colors, embossing, and specialty die-cutting to build experiences similar to what one would get straight out of the barrel.

1. "Wild Turkey | Gruppo Campari." Gruppo Campari | Spirits, wines, soft drinks. Web. 01 Jan. 2010. <http://www.camparigroup.com/en/brands/wild_turkey.jsp>.