

# MIDORI®

## FOR IMMEDIATE RELEASE

### **KIM KARDASHIAN STANDS OUT IN MIDORI® MELON LIQUEUR'S NEW CAMPAIGN**

*Fun and Flirty Kim Kardashian Partnership Launches,  
Exposing Millions to World's Favorite Green Spirit and Kim's Midori Super Sour Cocktail*



**SAN FRANCISCO (March 8, 2011)** – Green is definitely the “in” color, as international superstar and fashion icon Kim Kardashian launches her exclusive new campaign nationwide for Midori®, the original green, melon liqueur. Throughout the year, Kim will serve as the official face of the tantalizing spirit, appearing prominently in Midori’s “Stand Out” marketing program through advertising, social media and in-person appearances. Kim will also unveil her new favorite cocktail, the Midori Super Sour.

In the new Midori ad campaign, Kim absolutely stands out in a Los Angeles party scene. Stunning in a bright custom green Herve Leger dress, Kim’s own glowing personality and alluring looks mimic the delectable Midori cocktail she is holding, proudly announcing to everyone in attendance she will never blend in. Heralded for both her trendsetting style and entrepreneurial savvy, Kim is known to bring her refreshing style wherever she goes and understands the benefits of just the right accessories.

“I think of the cocktail as truly the perfect fashion accessory,” said Kim. “It is a visual cue that tells everyone who you are, what you’re thinking and what kind of night you want to have. That is why I love Midori because not only is it delicious, it is a vibrant green that says this is going to be a fun, fantastic night. Few other sophisticated cocktails can say that like Midori can.”

In addition to the print, digital and outdoor advertising campaign, Kim will be very active through both her own social media channels as well as Midori’s. Kim currently has more than six million followers on Twitter and more than four million fans on Facebook. Midori’s Facebook page ([www.facebook.com/DrinkMidori](http://www.facebook.com/DrinkMidori)) and Twitter page ([www.twitter.com/DrinkMidori](http://www.twitter.com/DrinkMidori)) will be loaded with news around the “Stand Out” campaign featuring Kim, including fan giveaways, chances to meet Kim in person, fashion and beauty secrets, and Kim’s favorite Midori cocktail recipes.

“The Midori cocktail I love the most has to be the Midori Super Sour,” continued Kim. “It tastes exactly like the sour candies I like so much and it is so easy to make. The Midori Super Sour is definitely going to be one of the hottest trends around the country this year for any girl or guy in the know.”

Kim will be making multiple personal appearances on behalf of Midori throughout the year, giving fans the chance to “Stand Out” with her in the hottest locations around the country. In addition, she will appear in a series of fun videos to be released throughout the year, where she demonstrates how to make some of her favorite Midori cocktails and shares exclusive entertaining tips with the help of one very hot bartender.

To get everyone in on the excitement, Midori will be hosting a series of to-be-announced trunk shows, thematically inspired by Kim’s “Stand Out” campaign and featuring shoes and fashion accessories from ShoeDazzle, where Kim is the Chief Fashion stylist. For more information on all of Kim’s “Stand Out” activities, follow Midori on [Twitter](#) or join Midori on [Facebook](#).

“Much like Midori, Kim truly makes a statement -- for her unique, fun, sexy style, and groundbreaking entrepreneurship,” said Eric Ariyoshi, Midori Brand Manager, [Skyy Spirits](#). “She is not afraid to stand out from the crowd and be herself, similar to how Midori stands out with its unique melon flavor and brilliant green color. Kim is a perfect fit for the brand.”

To make Kim’s Midori Super Sour at home, use the following easy recipe. To order it at a bar, just ask for a regular Midori Sour cocktail with a generous squeeze of fresh lemon juice.

### “Midori Super Sour”

1 oz. Midori Melon Liqueur

2 oz. Sweet and Sour Mix

1 oz. Fresh Lemon Juice

Pour the ingredients over ice in the glass and garnish with a lemon twist.

Midori reminds everyone to always “Stand Out” responsibly. Midori is distributed in the US by [Skyy Spirits](#), founders of [SKYY Vodka](#). The partnership was negotiated for Midori by Mindshare ESP.

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### **About Midori® Melon Liqueur**

Midori® Melon Liqueur was developed by Suntory, Japan's largest distiller. In the year of its release, Midori® Melon Liqueur was featured as the principal ingredient in "The Universe," a creatively named cocktail that won first prize in the U.S. Bartenders Guild Annual Competition. Since then, its reputation among bartenders as an unparalleled mixer was secured. Noticed first for its great color – Midori means green in Japanese – the melon-flavored liqueur owes its global appeal to its superb versatility in the creation of cutting-edge cocktails. Today, Midori® Melon Liqueur continues to be the secret ingredient the leading mixologists depend on season after season. For Midori cocktail suggestions, please visit us on Facebook at [www.facebook.com/DrinkMidori](http://www.facebook.com/DrinkMidori). Midori Melon Liqueur is distributed by [Skyy Spirits](#) in the US. Please enjoy Midori responsibly.

### **About Skyy Spirits, LLC**

[Skyy Spirits](#), LLC is the US-based wholly owned subsidiary of [Gruppo Campari](#) (Reuters CPRI.MI - Bloomberg CPR IM) and is the eighth-largest spirits company in the US. Launched in 1992 with the introduction of its flagship brand, SKYY® Vodka, Skyy Spirits has grown exponentially, building a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Skyy Spirits manages Gruppo Campari's portfolio in the US of such leading brands as SKYY® Vodka, SKYY90®, All Natural SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón™ Tequila, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Carolans Irish Cream®, Irish Mist® Liqueur and Jean-Marc XO Vodka®. Skyy Spirits is also the exclusive US distributor of Cutty Sark® Scotch Whisky, The Glenrothes® Single Malt Scotch Whisky, Bowmore® Islay Single

Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky and The Yamazaki® Single Malt Whisky.

Skyy Spirits was founded and is headquartered in San Francisco, California. More information on the company can be found at [www.skyyspirits.com](http://www.skyyspirits.com), [www.facebook.com/skyyspirits](http://www.facebook.com/skyyspirits), Twitter: [@SkyySpirits](https://twitter.com/SkyySpirits) and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Skyy Spirits brands responsibly and in moderation.

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