



## **AZ - Business Review**

Nick Glover – Sr. National Account Manager

Blake Irwin – Retail Execution Manager

Regina Rozario – Category Manager

**8/25/2020**

# Meeting Agenda

- 9L & NSV Update
  - 2020 YTD
- Sales Overview
  - Consumption Trends
  - Nielsen Overview
- Merchandising & Execution
  - Programming
  - VAPs
  - Additional Merchandising
- 2021 Innovation Pipeline
- Key Follow-Ups



# Account Depletion Overview – Walmart Arizona

	NSV						9L CASES	
	NSV	NSV vs LY	NSV % vs LY	NSV PLAN	NSV vs PLAN	NSV % vs PLAN	9L	9L % vs LY
	\$2,893,394	\$247,920	9.4%	\$2,748,029	\$145,366	5.3%	34,749	(2.0%)
[-] BOURBON	\$1,645,631	\$318,529	24.0%	\$1,403,971	\$241,660	17.2%	15,698	25.1%
+ JIM BEAM FAMILY	\$1,363,757	\$284,250	26.3%	\$1,144,981	\$218,776	19.1%	14,242	26.4%
+ MAKERS MARK FAMILY	\$207,389	\$2,959	1.4%	\$215,832	(\$8,442)	(3.9%)	1,141	4.1%
+ BASIL HAYDEN FAMILY	\$36,844	\$24,567	200.1%	\$15,070	\$21,775	144.5%	133	205.0%
+ KNOB CREEK FAMILY	\$36,100	\$5,211	16.9%	\$28,089	\$8,011	28.5%	167	17.4%
+ OLD GRAND DAD FAMILY	\$565	\$565			\$565		5	
+ SUPER PREMIUM BOURBON FAMILY	\$532	\$532			\$532		2	
+ OLD CROW FAMILY	\$444	\$444			\$444		8	
[-] VODKA	\$396,568	(\$73,605)	(15.7%)	\$464,560	(\$67,993)	(14.6%)	7,048	(16.3%)
+ PINNACLE VODKA FAMILY	\$366,589	(\$63,318)	(14.7%)	\$436,238	(\$69,649)	(16.0%)	6,847	(16.3%)
+ EFFEN FAMILY	\$29,979	(\$10,287)	(25.5%)	\$28,323	\$1,656	5.8%	202	(16.9%)
[-] TEQUILA	\$395,256	(\$60,239)	(13.2%)	\$452,734	(\$57,478)	(12.7%)	4,423	(39.7%)
+ HORNITOS FAMILY	\$281,535	\$32,669	13.1%	\$238,371	\$43,164	18.1%	2,428	10.0%
+ SAUZA FAMILY	\$105,299	(\$91,345)	(46.5%)	\$208,050	(\$102,751)	(49.4%)	1,970	(61.2%)
+ EL TESORO FAMILY	\$8,423	(\$475)	(5.3%)	\$6,314	\$2,109	33.4%	25	(16.7%)
+ SKINNYGIRL RTS TEQUILA FAMILY		(\$1,088)	(100.0%)			(100.0%)		(100.0%)
[-] CANADIAN WHISKY	\$197,522	\$25,348	14.7%	\$197,485	\$37	0.0%	3,880	15.5%
+ CANADIAN CLUB FAMILY	\$148,631	\$20,875	16.3%	\$144,728	\$3,902	2.7%	2,796	17.8%
+ WINDSOR CANADIAN FAMILY	\$48,892	\$4,473	10.1%	\$52,757	(\$3,865)	(7.3%)	1,084	10.1%
[-] CORDIALS	\$75,609	(\$10,625)	(12.3%)	\$70,696	\$4,913	6.9%	1,391	(12.7%)
+ DEKUYPER FAMILY	\$66,596	(\$16,354)	(19.7%)	\$67,318	(\$722)	(1.1%)	1,315	(16.2%)
+ MIDORI FAMILY	\$7,711	\$4,426	134.8%	\$3,378	\$4,332	128.2%	54	134.8%
+ KAMORA FAMILY	\$1,302	\$1,302			\$1,302		21	
[-] COGNAC	\$73,891	\$56,552	326.2%	\$16,232	\$57,660	355.2%	384	312.9%
[-] BLENDED WHISKEY	\$70,896	(\$9,905)	(12.3%)	\$91,306	(\$20,410)	(22.4%)	1,567	(12.1%)
[-] GIN	\$21,280	\$12,136	132.7%	\$13,837	\$7,443	53.8%	293	33.7%
+ SUNTORY ROKU GIN FAMILY	\$12,136	\$12,136		\$4,428	\$7,708	174.1%	74	
+ GILBEYS GIN FAMILY	\$9,144	\$0	0.0%	\$9,409	(\$265)	(2.8%)	219	0.0%
[-] JAPANESE WHISKEY	\$15,082	(\$10,455)	(40.9%)	\$25,748	(\$10,667)	(41.4%)	59	(40.9%)
[-] SCOTCH	\$1,659	\$183	12.4%	\$1,731	(\$73)	(4.2%)	6	0.0%

- **Walmart BSI Total US** is up **+2.1%** vs. LY in 9L Depletions, **+8.0%** vs. LY NSV
- **Walmart AZ YTD** thru July is down **-2.0%** vs. LY in 9L Depletions, **+9.4%** vs. LY NSV (**+5.3% vs. Plan**)
  - **Key Drivers** – Jim Beam Family, Hornitos Family, Basil Hayden Family, Canadian Club, Courvoisier
  - **Key Drags** – Pinnacle Family, Sauza Family, Toki
- **Opportunities:** Bourbon County VAP, Jim Beam Black, Jim Beam White 1.75 PET



# Sales Overview by Brand – BSI - Walmart AZ

	DOLLAR PERFORMANCE											
	LW DOLLARS	LW ABS \$ CHG	LW \$ % CHG	L4 DOLLARS	L4 ABS \$ CHG	L4 \$ % CHG	L13 DOLLARS	L13 ABS \$ CHG	L13 \$ % CHG	YTD DOLLARS	YTD ABS \$ CHG	YTD \$ % CHG
<b>Grand Total</b>	\$121,679	(\$16,982)	(12.2%)	\$498,000	(\$51,674)	(9.4%)	\$1,725,419	(\$137,935)	(7.4%)	\$4,397,956	\$85,235	2.0%
± JIM BEAM BRBN	\$50,264	(\$4,179)	(7.7%)	\$200,910	(\$18,839)	(8.6%)	\$676,559	(\$40,345)	(5.6%)	\$1,722,646	\$137,323	8.7%
± PINNACLE	\$16,412	(\$3,480)	(17.5%)	\$67,040	(\$13,310)	(16.6%)	\$244,381	(\$43,875)	(15.2%)	\$589,579	(\$88,532)	(13.1%)
± HORNITOS	\$13,435	(\$303)	(2.2%)	\$53,897	\$2,208	4.3%	\$195,371	\$7,004	3.7%	\$481,151	\$83,732	21.1%
± MAKER'S MARK	\$8,674	(\$356)	(3.9%)	\$34,909	(\$1,427)	(3.9%)	\$126,335	\$2,824	2.3%	\$334,242	\$46,251	16.1%
± SAUZA	\$8,556	(\$8,399)	(49.5%)	\$41,000	(\$27,819)	(40.4%)	\$131,642	(\$94,340)	(41.7%)	\$349,563	(\$158,600)	(31.2%)
± CANADIAN CLUB	\$6,146	\$1,005	19.5%	\$24,337	\$2,992	14.0%	\$79,356	\$9,399	13.4%	\$250,188	\$13,959	5.9%
± DEKUYPER CORDIAL	\$4,158	(\$312)	(7.0%)	\$16,097	(\$867)	(5.1%)	\$58,324	(\$6,851)	(10.5%)	\$141,297	(\$31,152)	(18.1%)
± COURVOISIER	\$3,278	\$976	42.4%	\$13,028	\$8,876	213.8%	\$39,806	\$29,818	298.5%	\$89,279	\$61,324	219.4%
± KESSLER	\$3,225	(\$646)	(16.7%)	\$13,823	(\$1,833)	(11.7%)	\$46,085	(\$4,052)	(8.1%)	\$121,549	(\$6,971)	(5.4%)
± WINDSOR CANADIAN	\$1,742	\$199	12.9%	\$6,744	(\$266)	(3.8%)	\$22,308	(\$347)	(1.5%)	\$77,865	\$812	1.1%
± BASIL HAYDEN'S	\$1,286	\$758	143.4%	\$6,033	\$4,141	218.8%	\$19,026	\$11,198	143.0%	\$35,112	\$16,070	84.4%
± TOKI WSKY	\$809	(\$89)	(9.9%)	\$3,178	\$359	12.7%	\$11,352	(\$1,194)	(9.5%)	\$18,574	(\$13,103)	(41.4%)
± EFFEN VODKA	\$657	(\$1,226)	(65.1%)	\$2,921	(\$4,394)	(60.1%)	\$14,261	(\$10,530)	(42.5%)	\$43,737	\$3,601	9.0%
± ROKU	\$647	\$647		\$2,539	\$2,539		\$7,629	\$7,629		\$11,654	\$11,654	
± KNOB CREEK	\$622	(\$849)	(57.7%)	\$3,527	(\$1,711)	(32.7%)	\$23,853	\$2,975	14.3%	\$53,582	\$7,778	17.0%
± TRES GEN	\$578	\$196	51.3%	\$2,412	\$313	14.9%	\$9,408	\$1,639	21.1%	\$22,823	\$9,776	74.9%
± MIDORI	\$340	\$40	13.3%	\$1,490	\$471	46.2%	\$5,662	\$2,286	67.7%	\$12,715	\$7,521	144.8%
± GILBEY'S GIN	\$280	(\$416)	(59.8%)	\$1,468	(\$1,115)	(43.2%)	\$5,390	(\$2,113)	(28.2%)	\$16,152	(\$1,512)	(8.6%)
± EL TESORO	\$183	\$20	12.3%	\$852	\$561	192.8%	\$3,797	\$2,080	121.2%	\$7,563	\$5,847	340.7%
± HIBIKI WSKY	\$140	\$140		\$490	\$490		\$840	\$840		\$1,750	\$1,750	
± LAPHROAIG	\$90	\$90		\$220	\$220		\$490	\$490		\$1,469	\$1,469	
± OLD GRAND-DAD	\$70	\$70		\$155	\$155		\$220	\$220		\$489	\$489	
± KAMORA	\$56	\$56		\$325	\$325		\$1,060	\$1,060		\$2,058	\$2,058	
± SAUZA RTD	\$33	(\$622)	(95.0%)	\$203	(\$2,634)	(92.8%)	\$1,410	(\$8,920)	(86.3%)	\$9,185	(\$19,174)	(67.6%)
± OLD CROW			(100.0%)	\$19	\$19		\$19	\$19		\$255	\$255	

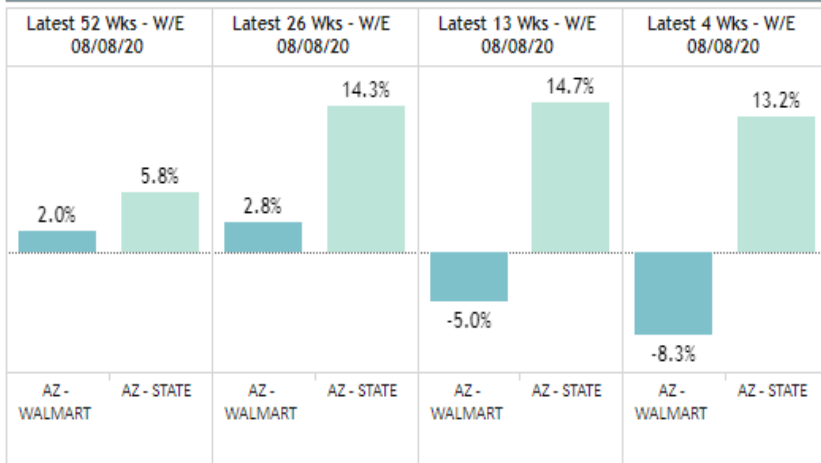
- **Walmart AZ** is up **2.0%** YTD although trends have slowed post pandemic/modular reset **-7.4%** L13wks
  - **Drivers:** Courvoisier, Basil Hayden's, Roku, Canadian Club
  - **Drags:** Jim Beam, Pinnacle, Sauza, Dekuyper, Kessler, EFFEN



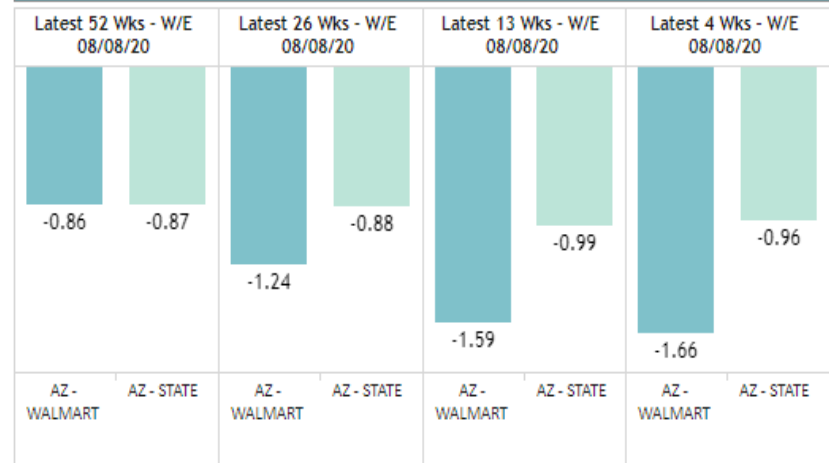
# Nielsen: Trends – Walmart AZ vs. State

## AZ - WALMART vs. COMP MARKET - CATEGORY TRENDS

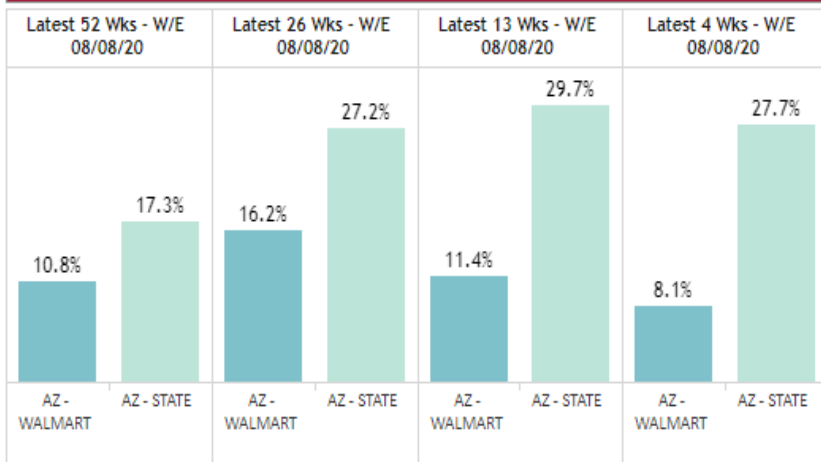
### Beam Suntory - Dollar % Change by Time Period



### Beam Suntory - Dollar Share Change by Time Period

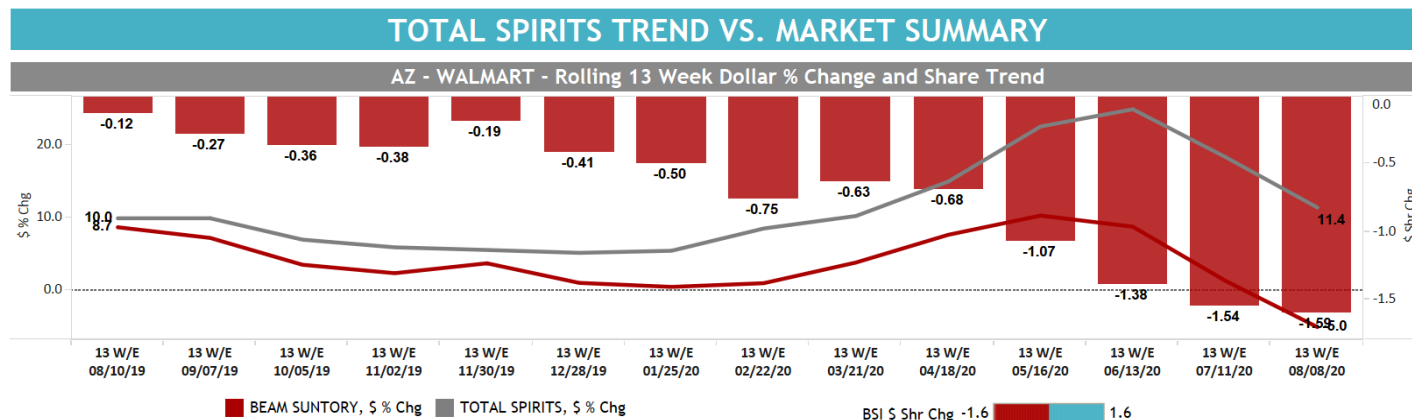


### Total Spirits - Dollar % Change by Time Period



- BSI trends negative in L4 while the State is still growing faster and at a steady rate
- BSI WMT AZ share loss driven by Tequila, Vodka and Whiskey American (Kamchatka, Sauza Deletes & lapping JB Peach)
- Total Spirits is also trailing behind the State but trending positively

# Nielsen Rolling 13 Week & Supplier Trends



### Supplier Summary

Latest 13 Wks - W/E 08/08/20

Ba Manufacturer Top 13	AZ - WALMART					AZ - STATE				
	\$	\$ CYA	\$ % Chg	\$ Share	\$ Share Chg	\$	\$ CYA	\$ % Chg	\$ Share	\$ Share Chg
<b>Grand Total</b>	\$19,379,389	\$1,988,728	11.4%	100.0	0.00	\$149,603,415	\$34,263,996	29.7%	100.0	0.00
DIAGEO	\$3,944,719	\$298,237	8.2%	20.4	-0.61	\$28,373,935	\$6,420,831	29.2%	19.0	-0.07
SAZERAC	\$2,567,247	\$42,151	1.7%	13.2	-1.27	\$21,251,985	\$3,335,414	18.6%	14.2	-1.33
PROXIMO	\$1,864,987	\$351,355	23.2%	9.6	0.92	\$9,709,220	\$2,354,227	32.0%	6.5	0.11
<b>BEAM SUNTORY</b>	<b>\$1,784,810</b>	<b>(\$93,053)</b>	<b>-5.0%</b>	<b>9.2</b>	<b>-1.59</b>	<b>\$11,291,706</b>	<b>\$1,444,585</b>	<b>14.7%</b>	<b>7.5</b>	<b>-0.99</b>
ALL OTHER COMPANIES	\$1,783,318	\$392,989	28.3%	9.2	1.21	\$19,451,624	\$5,974,225	44.3%	13.0	1.32
BROWN-FORMAN	\$1,403,337	\$394,521	39.1%	7.2	1.44	\$9,549,812	\$2,600,431	37.4%	6.4	0.36
PERNOD RICARD	\$1,361,129	\$226,945	20.0%	7.0	0.50	\$11,826,780	\$3,165,983	36.6%	7.9	0.40
BACARDI	\$1,125,134	\$103,684	10.2%	5.8	-0.07	\$9,363,883	\$2,175,669	30.3%	6.3	0.03
HEAVEN HILL	\$974,209	\$68,030	7.5%	5.0	-0.18	\$4,903,656	\$688,468	16.3%	3.3	-0.38
FIFTH GENERATION	\$945,497	\$188,569	24.9%	4.9	0.53	\$7,967,964	\$2,427,840	43.8%	5.3	0.52
CAMPARI AMERICA	\$534,073	\$19,054	3.7%	2.8	-0.21	\$5,291,973	\$1,366,321	34.8%	3.5	0.13
EBJ GALLO	\$447,759	(\$46,737)	-9.5%	2.3	-0.53	\$5,213,944	\$960,102	22.6%	3.5	-0.20
CONSTELLATION	\$398,056	\$5,019	1.3%	2.1	-0.21	\$2,731,431	\$311,584	12.9%	1.8	-0.27
MOET & HENNESSY	\$245,114	\$37,964	18.3%	1.3	0.07	\$2,675,503	\$1,038,317	63.4%	1.8	0.37

- Proximo, Brown-Foreman and Fifth Gen driving category growth and gain share within WMT
- Proximo : Brands growing 1800, Jose Cuervo, Pendleton. Jose Cuervo 1.75 driving majority of the gains and both sizes had price increases. 1800 750 took price cut and also gaining dollars from new items such as Blood Orange & Cherry Lemonade Marg, Silver 1.75s. McGregor's Whiskey Proper No12 added +\$17K
- Brown-Forman: biggest gains coming from Jack Black 1.75 (+\$156K) with a price cut of -\$3.99 (all 1.75MLs had the price cut), followed by Jack Black 750 which had a price decrease of -\$1.03. New Items El Jimador Repo and JD Apple #3 and #4 items
- Fifth Gen sales driven by Tito's 1.75 L & 1L; 1L had a price reduction of -\$0.43; 1.75 also had a slight price increase of +\$0.56



# Nielsen: American Whiskey Overview by State

## AZ - WALMART - AMERICAN WHISKEY SHARE DYNAMICS

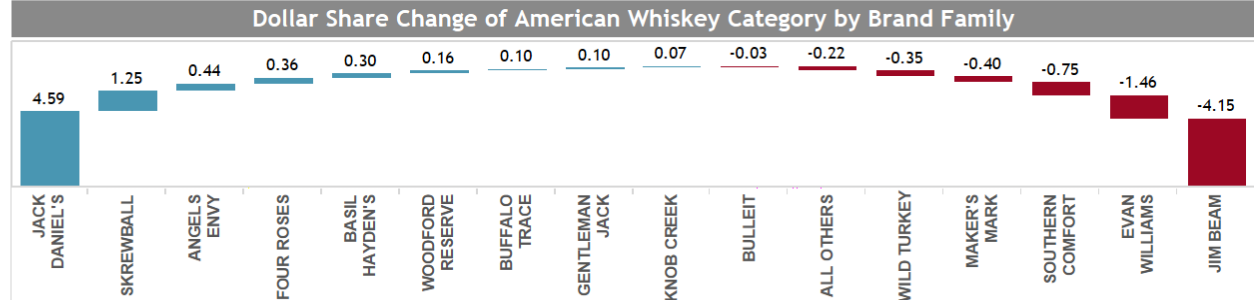
American Whiskey - Dollar % Chg	
BEAM SUNTORY	0.2%
TOTAL CATEGORY	16.4%

American Whiskey - Dollar Share	
BEAM SUNTORY	27.9

American Whiskey - Dol Share Chg	
BEAM SUNTORY	-4.53



### Market Overview (American Whiskey)

Nielsen Market	WHISKEY AMERICAN							TOTAL AMERICAN WHISKEY						
	BEAM SUNTORY							\$	\$ CYA	\$ % Chg	Dol Share of Category	Dol Share of Category..	Dol Share of Spirits	Dol Share of Spirits Chg
	\$	\$ CYA	\$ % Chg	Dol Share of Category	Dol Share of Category ..	Dol Share of Spirits	Dol Share of Spirits Chg							
<b>WALMART TOTAL</b>	\$10,954,992	\$748,263	7.3%	30.3	-1.31	5.0	-0.11	\$36,097,529	\$3,853,295	12.0%	100.0	0.00	16.5	0.35
<b>Market Subgroup</b>	\$10,675,998	\$743,603	7.5%	30.7	-1.38	5.1	-0.11	\$35,073,434	\$3,845,131	12.3%	100.0	0.00	16.6	0.34
FL - WALMART	\$2,026,322	\$247,699	13.9%	31.2	-1.01	4.4	0.15	\$6,497,780	\$973,780	17.6%	100.0	0.00	14.0	0.91
MO - WALMART	\$1,448,244	\$181,388	14.3%	32.7	1.15	7.4	0.23	\$4,429,496	\$413,249	10.3%	100.0	0.00	22.7	-0.09
<b>AZ - WALMART</b>	\$921,032	\$1,401	0.2%	27.9	-4.53	4.8	-0.54	\$3,297,014	\$464,259	16.4%	100.0	0.00	17.0	0.72
IN - WALMART	\$1,069,369	\$119,767	12.6%	37.3	-1.95	8.1	-0.44	\$2,863,416	\$446,734	18.5%	100.0	0.00	21.6	-0.05
IL - WALMART	\$937,289	\$66,838	7.7%	33.0	-1.26	5.7	-0.04	\$2,842,150	\$299,483	11.8%	100.0	0.00	17.3	0.51
CA - WALMART	\$660,753	(\$64,360)	-8.9%	25.0	-3.00	3.4	-0.56	\$2,647,104	\$54,277	2.1%	100.0	0.00	13.6	-0.53
LA - WALMART	\$679,018	\$7,816	1.2%	31.1	-2.02	5.3	-0.55	\$2,183,162	\$156,518	7.7%	100.0	0.00	17.1	-0.62
MI - WALMART	\$486,328	\$51,835	11.9%	28.0	-0.37	4.8	0.13	\$1,735,722	\$205,395	13.4%	100.0	0.00	17.0	0.69
WI - WALMART	\$571,169	\$34,638	6.5%	33.2	-3.22	5.7	-0.40	\$1,718,204	\$246,591	16.8%	100.0	0.00	17.0	0.39
WA - WALMART	\$321,619	(\$7,063)	-2.1%	25.1	-2.48	3.4	-0.11	\$1,283,883	\$89,825	7.5%	100.0	0.00	13.7	0.82
NV - WALMART	\$254,036	\$14,870	6.2%	22.3	-0.18	3.2	-0.16	\$1,139,879	\$75,112	7.1%	100.0	0.00	14.5	-0.59
NE - WALMART	\$350,035	(\$1,987)	-0.6%	33.1	-2.58	6.3	-0.17	\$1,056,520	\$70,674	7.2%	100.0	0.00	19.0	0.90
NM - WALMART	\$333,144	\$24,694	8.0%	31.8	-1.26	5.2	-0.25	\$1,048,238	\$114,602	12.3%	100.0	0.00	16.2	-0.13
IA - WALMART	\$306,582	\$33,043	12.1%	29.5	0.98	4.6	0.28	\$1,037,829	\$80,199	8.4%	100.0	0.00	15.5	0.45
KY - WALMART	\$251,353	\$25,185	11.1%	32.0	-1.00	11.5	-0.56	\$786,612	\$100,224	14.6%	100.0	0.00	36.1	-0.60
OH - WALMART								\$271,271	\$24,360	9.9%	100.0	0.00	7.5	-1.12
MN - WALMART	\$59,703	\$7,840	15.1%	25.4	0.13	2.7	0.24	\$235,153	\$29,851	14.5%	100.0	0.00	10.5	0.88

- **For American Whiskey, Total BSI WMT is up +18.9%**, slightly behind the category **+25.6%**
- **BSI AZ WMT is up +0.2%** lower than the category at **+16.4%** and had a share loss of -4.53 of Whiskey American category
  - **Top 3 Brands driving share for AZ:** Jack Daniel's, Skrewball, Angel's Envy
  - **Top 3 Brands losing share for AZ:** Jim beam, Evan Williams, Southern Comfort



# Nielsen Walmart AZ Top 10 Growth & Decline Drivers

## AZ - WALMART - TOP / BOTTOM ITEMS

### BEAM SUNTORY - Top Growth Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
COURVOISIER VS COGNAC, 750ML	\$39,952	\$31,689	383.5%	\$3.05	8
HORNITOS PLATA TEQUILA, 750ML	\$95,620	\$18,745	24.4%	\$0.52	1
JIM BEAM PEACH WHISKEY, 750ML	\$46,153	\$16,092	53.5%	(\$1.83)	1
MAKER'S MARK REG BOURBON WSKY, 1.75L	\$32,978	\$15,436	88.0%	\$2.00	6
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	\$330,385	\$13,804	4.4%	\$2.08	0
CNDN CLUB 1858 CNDN WHISKEY, 1.75L	\$80,255	\$11,525	16.8%	(\$0.06)	1
HORNITOS RPSDO TEQUILA, 750ML	\$90,763	\$9,123	11.2%	\$0.52	1
JIM BEAM HONEY BOURBON WHISKEY, 750ML	\$59,951	\$5,773	10.7%	(\$1.60)	-1
KNOB CREEK REG BOURBON WHISKEY, 750ML	\$25,658	\$5,351	26.3%	(\$1.85)	1
JIM BEAM APPLE BOURBON WHISKEY, 750ML	\$47,181	\$4,440	10.4%	(\$1.56)	-3

### Total Spirits - Top Growth Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JACK DANIELS BLACK BRBN WSKY, 1.75L	\$387,858	\$156,659	67.8%	(\$3.99)	0
TITO'S VODKA, 1.75L	\$584,405	\$153,441	35.6%	\$0.56	1
CROWN ROYAL PEACH WSKY, 750ML	\$148,333	\$107,566	263.9%	\$2.81	27
JOSE CUERVO AUTH LIME MGRTA CK, 1.75L	\$241,450	\$95,591	65.5%	\$0.97	-1
JOSE CUERVO ESPL SLVR TEQUILA, 1.75L	\$214,875	\$69,020	47.3%	\$0.01	-1
TITO'S VODKA, 1L	\$155,255	\$65,803	73.6%	(\$0.43)	2
JAMESON REG IRISH WHISKEY, 1.75L	\$156,520	\$59,210	60.8%	(\$2.02)	2
CROWN ROYAL REG CANADIAN WSKY, 1.75L	\$211,279	\$57,874	37.7%	\$0.00	0
JOSE CUERVO ESPL GOLD TEQUILA, 1.75L	\$207,977	\$56,396	37.2%	\$0.03	0
SMIRNOFF REG VODKA, 1.75L	\$308,294	\$56,117	22.3%	(\$0.99)	2

### BEAM SUNTORY - Top Decline Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 750ML	\$91,302	(\$67,279)	-42.4%	(\$0.57)	13
SAUZA SILVER TEQUILA, 1.75L	\$0	(\$32,832)	-100.0%		-91
SAUZA GOLD TEQUILA, 1.75L	\$113	(\$23,469)	-99.5%	(\$4.55)	-88
PINNACLE REG VODKA, 1.75L	\$123,753	(\$14,692)	-10.6%	(\$0.28)	2
SAUZA SILVER TEQUILA, 750ML	\$83,358	(\$13,525)	-14.0%	\$3.81	0
SAUZA GOLD TEQUILA, 750ML	\$45,660	(\$12,044)	-20.9%	\$3.82	0
MAKER'S MARK REG BOURBON WSKY, 750ML	\$85,336	(\$8,282)	-8.8%	\$1.70	2
PINNACLE REG VODKA, 750ML	\$36,211	(\$7,660)	-17.5%	(\$0.28)	1
HORNITOS ANEJO BLK BRL TEQUILA, 750ML	\$493	(\$7,112)	-93.5%	\$1.40	-24
PINNACLE TROP PUNCH VODKA, 750ML	\$7,989	(\$7,033)	-46.8%	(\$0.18)	-39

### Total Spirits - Top Decline Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 750ML	\$91,302	(\$67,279)	-42.4%	(\$0.57)	13
NEW AMSTERDAM REG VODKA, 750ML	\$56,370	(\$56,559)	-50.1%	\$0.93	-1
CALIBER REG VODKA, 1.75L	\$480,256	(\$54,997)	-10.3%	\$0.00	0
TITO'S VODKA, 750ML	\$178,083	(\$48,879)	-21.5%	\$0.79	0
SMIRNOFF RED WHT & BERRY VODKA, 750ML	\$48,275	(\$46,687)	-49.2%	\$1.08	-34
SMIRNOFF REG VODKA, 750ML	\$149,317	(\$36,791)	-19.8%	\$0.76	4
SAUZA SILVER TEQUILA, 1.75L	\$0	(\$32,832)	-100.0%		-91
CAPTAIN MORGAN WTRMLN SMASH RUM, 750ML	\$78	(\$32,009)	-99.8%	\$1.85	-78
SAILOR JERRY RUM, 750ML	\$55,395	(\$30,943)	-35.8%	\$0.51	1
CALIBER REG VODKA, 750ML	\$132,658	(\$29,335)	-18.1%	\$0.00	1



# Nielsen Walmart AZ vs. State BSI Top 10 Growth & Decline Drivers

## AZ - WALMART vs. COMP MARKET - TOP / BOTTOM ITEMS

### BEAM SUNTORY - Top Growth Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
COURVOISIER VS COGNAC, 750ML	\$39,952	\$31,689	383.5%	\$3.05	8
HORNITOS PLATA TEQUILA, 750ML	\$95,620	\$18,745	24.4%	\$0.52	1
JIM BEAM PEACH WHISKEY, 750ML	\$46,153	\$16,092	53.5%	(\$1.83)	1
MAKER'S MARK REG BOURBON WSKY, 1.75L	\$32,978	\$15,436	88.0%	\$2.00	6
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	\$330,385	\$13,804	4.4%	\$2.08	0
CNDN CLUB 1858 CNDN WHISKEY, 1.75L	\$80,255	\$11,525	16.8%	(\$0.06)	1
HORNITOS RPSDO TEQUILA, 750ML	\$90,763	\$9,123	11.2%	\$0.52	1
JIM BEAM HONEY BOURBON WHISKEY, 750ML	\$59,951	\$5,773	10.7%	(\$1.60)	-1
KNOB CREEK REG BOURBON WHISKEY, 750ML	\$25,658	\$5,351	26.3%	(\$1.85)	1
JIM BEAM APPLE BOURBON WHISKEY, 750ML	\$47,181	\$4,440	10.4%	(\$1.56)	-3

### BEAM SUNTORY - Top Growth Items

Brand Extension & Size	AZ - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	\$1,131,140	\$245,919	27.8%	\$0.80	-6
HORNITOS PLATA TEQUILA, 750ML	\$520,525	\$175,000	50.6%	\$1.33	15
MAKER'S MARK REG BOURBON WSKY, 1.75L	\$409,169	\$127,640	45.3%	\$1.38	8
JIM BEAM PEACH WHISKEY, 750ML	\$185,382	\$113,550	158.1%	(\$0.85)	227
HORNITOS RPSDO TEQUILA, 750ML	\$471,961	\$104,508	28.4%	\$1.07	41
BASIL HAYDEN'S BOURBON WHISKEY, 750ML	\$233,775	\$84,334	56.4%	(\$1.10)	41
MAKER'S 46 BOURBON WHISKEY, 750ML	\$176,113	\$70,251	66.4%	(\$0.63)	6
COURVOISIER VS COGNAC, 750ML	\$180,520	\$68,460	61.1%	\$1.01	12
MAKER'S MARK REG BOURBON WSKY, 750ML	\$548,880	\$63,072	13.0%	\$1.77	-19
CNDN CLUB 1858 CNDN WHISKEY, 1.75L	\$444,808	\$57,004	14.7%	\$1.18	4

### BEAM SUNTORY - Top Decline Items

Brand Extension & Size	AZ - WALMART				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 750ML	\$91,302	(\$67,279)	-42.4%	(\$0.57)	13
SAUZA SILVER TEQUILA, 1.75L	\$0	(\$32,832)	-100.0%		-91
SAUZA GOLD TEQUILA, 1.75L	\$113	(\$23,469)	-99.5%	(\$4.55)	-88
PINNACLE REG VODKA, 1.75L	\$123,753	(\$14,692)	-10.6%	(\$0.28)	2
SAUZA SILVER TEQUILA, 750ML	\$83,358	(\$13,525)	-14.0%	\$3.81	0
SAUZA GOLD TEQUILA, 750ML	\$45,660	(\$12,044)	-20.9%	\$3.82	0
MAKER'S MARK REG BOURBON WSKY, 750ML	\$85,336	(\$8,282)	-8.8%	\$1.70	2
PINNACLE REG VODKA, 750ML	\$36,211	(\$7,660)	-17.5%	(\$0.28)	1
HORNITOS ANEJO BLK BRL TEQUILA, 750ML	\$493	(\$7,112)	-93.5%	\$1.40	-24
PINNACLE TROP PUNCH VODKA, 750ML	\$7,989	(\$7,033)	-46.8%	(\$0.18)	-39

### BEAM SUNTORY - Top Decline Items

Brand Extension & Size	AZ - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
SAUZA SILVER TEQUILA, 1.75L	\$214	(\$199,753)	-99.9%	(\$2.73)	-566
SAUZA GOLD TEQUILA, 1.75L	\$934	(\$115,457)	-99.2%	(\$5.16)	-538
PINNACLE REG VODKA, 1.75L	\$354,532	(\$62,888)	-15.1%	\$0.83	-9
PINNACLE REG VODKA, 750ML	\$93,865	(\$56,262)	-37.5%	(\$0.07)	-8
JIM BEAM BLACK LABEL BRBN WSKY, 375ML	\$1,720	(\$19,176)	-91.8%	(\$2.80)	-109
SAUZA GOLD TEQUILA, 750ML	\$206,519	(\$17,810)	-7.9%	\$3.42	-63
SAUZA GOLD TEQUILA, 375ML	\$26,788	(\$14,916)	-35.8%	(\$0.08)	-17
KNOB CREEK RYE BOURBON WHISKEY, 750ML	\$46,487	(\$14,649)	-24.0%	\$2.94	-24
HORNITOS PLATA TEQUILA, 375ML	\$13,759	(\$14,295)	-51.0%	(\$0.30)	-41
MAKER'S MARK PVT SLCT BRBN WSKY, 750ML	\$0	(\$13,750)	-100.0%		-37



# Quarterly Programs – Walmart



## FSS Programming: August → January

- **Jim Beam White 1.75L – PET**
  - **Stores:** 91 stores
  - **Cases:** 808cs

### August / September 'Bourbon Trail – Heritage'

**BRANDS**

- Basil Hayden's
- Knob Creek
- Jim Beam Black

**MARKETS**

- Select Markets – Special Pack ONLY
- Liquor Box – Endcap + Special Pack

**ACTIVATION**

- Projected Sell-Thru: 90%
- Projected Margin: ~20%
- Presentation Qty: 24-30 Units

**INSIGHTS**

- People are aligning themselves with brands and organizations that share their ideology, beliefs, and values. And one of those values is being American-made. *Whiskey drinkers rate Jim Beam favorable for attributes like 'Reflects a Rich Heritage', 'is made with True Craftsmanship', and 'is a high quality brand'.*
- 71% of Bourbon shoppers think it's important to maintain traditions.
- 80% of Bourbon consumers say they'll pay more for a product made by a company they trust.
- Millennials are increasingly eager to support brands with a rich history / story they can connect with.
- Perfect opportunity to bring these stories to guests, educating them to drive trade-up during holidays.

**Special Pack Content:**

- Jim Beam Black 375ml,
- Knob Creek 375ml,
- Basil Hayden's 375ml,

**Additional Information:**

- Includes (1) Free Distillery Ticker

**Class Available by State**

State	# of Stores	End Cap	Case Per Store
CA	100	1	100
TX	200	1	200
FL	150	1	150
NY	100	1	100
IL	100	1	100
OH	100	1	100
VA	100	1	100
NC	100	1	100
GA	100	1	100
SC	100	1	100
LA	100	1	100
MS	100	1	100
AL	100	1	100
AR	100	1	100
MO	100	1	100
KS	100	1	100
OK	100	1	100
WY	100	1	100
MT	100	1	100
ND	100	1	100
SD	100	1	100
NE	100	1	100
IA	100	1	100
IN	100	1	100
MI	100	1	100
WI	100	1	100
OH	100	1	100
PA	100	1	100
DE	100	1	100
MD	100	1	100
DC	100	1	100
VA	100	1	100
NC	100	1	100
SC	100	1	100
GA	100	1	100
FL	100	1	100
LA	100	1	100
MS	100	1	100
AL	100	1	100
AR	100	1	100
MO	100	1	100
KS	100	1	100
OK	100	1	100
WY	100	1	100
MT	100	1	100
ND	100	1	100
SD	100	1	100
NE	100	1	100
IA	100	1	100
IN	100	1	100
MI	100	1	100
WI	100	1	100
OH	100	1	100
PA	100	1	100
DE	100	1	100
MD	100	1	100
DC	100	1	100

**Source:** IRI/Qualtrics 2018 Numerator Shopper Panel, C/I by writing 3/2/2020  
Source: Brand Health Tracker, 2/19

### September 'COLORS OF FALL'

**BRANDS**

- Jim Beam White
- Jim Beam Peach
- Jim Beam Apple
- Jim Beam Vanilla

**MARKETS**

- All Markets (Endcap/Sideburn/Liquor Box)

**ACTIVATION**

- Projected Sell-Thru: 95%
- Projected Margin: ~12%
- Presentation Qty: 24 - 108 units (depending on display type)
- Demos
- Marketing Support
  - TV: "225<sup>th</sup> Anniversary" Commercial
  - Print: "225<sup>th</sup> Anniversary" bottle label
  - Social: "225<sup>th</sup> Anniversary", "Hero Family"

**INSIGHTS**

- *Jim Beam is a leading brand in the category, 87% of Whiskey drinkers are aware of Jim Beam, 74% consider buying the brand.*
- *BSI Bourbon Shoppers are above average Spirits frequency shoppers, making multiple bourbon trips annually.*
- *40% of Jim Beam drinkers consume mixed drinks, making them 3x more likely to consume mixed drinks than the average consumer.*

**Source:** Brand Health Tracker, 2017

### October 'Halloween –Raise the Spirits'

**BRANDS**

- EFFEN
- Spiziz

**MARKETS**

- Liquor Box Stores
- Regional Options

**ACTIVATION**

- Projected Sell-Thru: 95%
- Projected Margin: ~10%
- Presentation Qty: 108 units
- Marketing Support:

**INSIGHTS**

- *Hosting a Party occasions are ~20% of all Spirits trips. These shoppers tend to be less decided when they enter the store and more open to explore brands and categories while in the store.*
- *Party shoppers are also more likely to shop from displays, look for recipes in-store or online, and engage with store associates.*
- *Including three or more brands on a portfolio display drives greatest sales lift. (Numerator Behavioral Research Study, 2018)*
- *30% of Shoppers say the drink to celebrate special occasions.*

**Source:** IRI/Qualtrics 2018 Numerator Shopper Panel, C/I by writing 3/2/2020  
Source: Centers Path to Purchase Study, 2016

August - October



# 2020 – VAPs - AZ

State	BRAND	UPC	ITEM DESCRIPTION	UNIT SIZE	AUR	BEAM PURCHASED	WMT ORDERS	GAP NEED TO SELL-IN
AZ	COURVOISIER	8068696145	COURVOISIER VS 750ML HOLIDAY 2 ROCKS GLASSES VAP	750ML	\$24.98	50	0	50
AZ	JIM BEAM	8068600006	JIM BEAM FAMILY WHISKIES OF THE SEASON VAP	50ML	\$27.98	600	0	600
AZ	JIM BEAM	8068600009	BOURBON COUNTY 375ML TRIAL PACK VAP (BASIL HAYDEN, KNOB CREEK, JIM BEAM BLACK)	375ML	\$39.98	530	252	278
AZ	JIM BEAM	8068602701	JIM BEAM FAMILY 50ML HOLIDAY PACK VAP	50ML	\$9.98	1000	282	718
AZ	JIM BEAM	8068602702	JIM BEAM WHITE 750ML HOLIDAY GLASSWARE VAP	750ML	\$14.98	250	162	88
AZ	JIM BEAM	8068603447	JIM BEAM BLACK 750ML HOLIDAY GLASSWARE VAP	750ML	\$19.98	100	0	100
AZ	KNOB CREEK	8068601672	KNOB CREEK 750ML BOURBON GLASSWARE VAP	750ML	\$29.98	50	0	50
AZ	MAKER'S MARK	8524650147	MAKER'S MARK 750ML HOLIDAY ORNAMENT VAP	750ML	\$23.98	400	252	148
AZ	MAKER'S MARK	8524650156	MAKER'S MARK 101 (LIMITED EDITION) 750ML	750ML	\$31.98	126	0	SSO List

Incentives to WIN in Q4 (Approx. 15 Items)



# Barrel Programs & SWAS Stores

## SWAS Store Openings

Store	City	State	GO Date	D96 Flow Date	Project Status
3861	GILBERT	AZ			Upcoming
2051	KINGMAN	AZ	4/17/2020		Grand Opened
2766	SCOTTSDALE	AZ	4/17/2020		Grand Opened
1533	PEORIA	AZ	9/4/2020	7/10/2020	Upcoming
3407	BUCKEYE	AZ	9/18/2020		Upcoming
5342	YUMA	AZ	9/25/2020		Upcoming
1218	CASA GRANDE	AZ	9/25/2020	7/31/2020	Upcoming
1381	APACHE JUNCTION	AZ	10/2/2020		Upcoming
4325	YUMA	AZ	10/9/2020	7/24/2020	Upcoming
1474	YUMA	AZ	10/16/2020		Upcoming
1324	NOGALES	AZ	10/23/2020		Upcoming
5031	MARANA	AZ	10/23/2020		Upcoming
4451	QUEEN CREEK	AZ	10/30/2020		Upcoming
1646	MESA	AZ	11/6/2020		Upcoming
5429	SURPRISE	AZ	11/13/2020		Upcoming

## Barrel Programs – (All Store Types)

**Basil Hayden's Original & Dark Rye**



**Maker's Mark Original and 46**



**Jim Beam White & Black**



# Barrel Programs & SWAS Stores (Looking Ahead)

## Barrel Programs – (All Store Types)

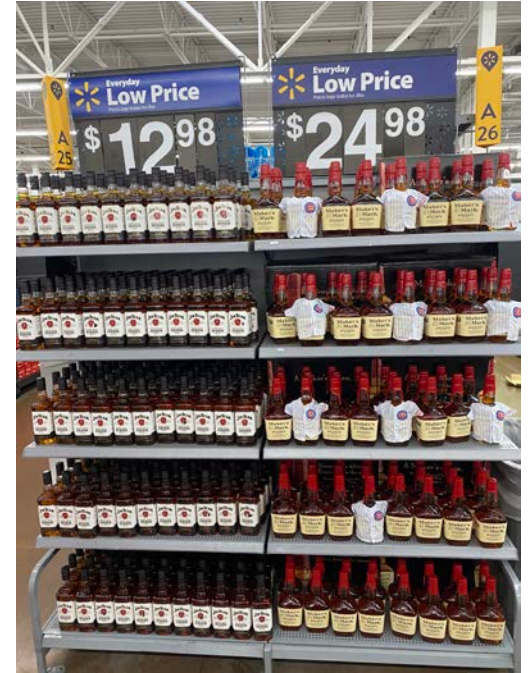
Jim Beam Black Barrel – Late Q4 / Early Q1 2021



Hornitos Repo/Plata – Early Q1 / Cinco



# THANK YOU, AZ TEAM!!!!



# 2021 Innovation Items



# Additional POS Ideas



# Key Follow-Ups

## ✓ **Bourbon County 3pk Item**

- Assure item has been ordered for state
- Correct pricing has been submitted for item number within Walmart

## ✓ **Barrel Programs**

- SGWS to inform BSI on barrel quantity request for state

## ✓ **6pk to 12pk Cross-Reference**

- 12pk UPC codes have been cross-referenced to the 6pk item codes at Walmart
- No longer producing Dekuyper/Courvoisier 6pks

## ✓ **Q4 Holiday VAPs**

- Build Holiday program to close GAP in current Q4 VAP quantities at Walmart

