

Beam SUNTORY

Walmart 

FL Quarterly Execution
6/3/2020

SWAS Stores

Project Year	Store	City	State	Store Type	Project Type	Project Year	Touch Type	Possession Date	GO Date	D96 Flow Date	Description
2020	5845	NICEVILLE	FL	SUP	RM	2020	SWAS;Liquor Box R	1/13/2020	3/20/2020		
2020	3397	MIAMI GARDENS	FL	SUP	RM	2020	SWAS	1/13/2020	3/27/2020	2/21/2020	
2020	859	LAKE WALES	FL	SUP	RM	2020	SWAS	1/13/2020	4/3/2020	1/24/2020	
2020	3349	PORT CHARLOTTE	FL	SUP	RM	2020	SWAS;Liquor Box R	1/27/2020	4/10/2020		
2020	1068	SEBASTIAN	FL	SUP	RM	2020	SWAS	1/20/2020	4/17/2020		
2020	3370	PALMETTO	FL	SUP	RM	2020	SWAS;Liquor Box R	3/23/2020	6/5/2020		
2020	1851	NORTH LAUDERDALE	FL	SUP	RM	2020	SWAS	3/30/2020	6/12/2020		
2020	1077	TALLAHASSEE	FL	SUP	SPR	2020	SWAS	3/23/2020	6/26/2020		
2020	4368	OCALA	FL	SUP	SPR	2020	SWAS	4/27/2020	7/3/2020	4/17/2020	
2020	5882	PALM SPRINGS	FL	SUP	SPR	2020	SWAS	5/11/2020	7/3/2020		
2020	800	LEESBURG	FL	SUP	RM	2020	SWAS;Liquor Box Addition - Wart	4/6/2020	7/10/2020		Liquor Store Addition - Wart
2020	767	LAKE CITY	FL	SUP	RM	2020	SWAS	4/13/2020	7/10/2020		
2020	1408	TALLAHASSEE	FL	SUP	SPR	2020	SWAS	6/8/2020	7/31/2020		
2020	1387	CORAL SPRINGS	FL	SUP	SPR	2020	SWAS	6/15/2020	8/7/2020		
2020	1079	NEW SMYRNA BEACH	FL	SUP	SPR	2020	SWAS	7/13/2020	9/4/2020		
2020	974	WEST MELBOURNE	FL	SUP	SPR	2020	SWAS	7/20/2020	9/11/2020		
2020	5266	HUDSON	FL	SUP	SPR	2020	SWAS	7/20/2020	9/11/2020		
2020	1398	LAKE WORTH	FL	SUP	SPR	2020	SWAS	8/3/2020	9/25/2020		
2020	3387	NORTH PORT	FL	SUP	RM	2020	SWAS;Liquor Box R	8/10/2020	10/9/2020		
2020	1134	DE FUNIAK SPRINGS	FL	SUP	SPR	2020	SWAS	8/31/2020	10/23/2020		
2020	2962	POMPANO BEACH	FL	SUP	SPR	2020	SWAS	8/31/2020	10/23/2020		
2020	528	BRADEN RIVER	FL	SUP	SPR	2020	SWAS;Liquor Box Addition - Wart	9/14/2020	11/6/2020		Liquor Store Addition - Wart
2020	3484	PENSACOLA	FL	SUP	RM	2020	SWAS;Liquor Box R	8/10/2020	11/13/2020		
2020	1182	PALM COAST	FL	SUP	RM	2020	SWAS;Liquor Box R	8/24/2020	11/20/2020		
2020	919	FORT WALTON BEACH	FL	SUP	RM	2020	SWAS;Liquor Box R				



Basil & Basil Dark Rye Barrel Program – 8 in state (2 more shipping)

Lock Box Creative



3 Creatives in 1 Pack



SMASH

JULY 2020

PRESENTED: YES

SOLD IN: TBD

BRANDS

- JIM BEAM WHITE, PINNACLE, HORNTIOS, SAUZA

MARKETS/# OF STORES

- N/A

ACTIVATION

INSIGHTS

- The Smash is among the Top 20 cocktails featured on menus, and has grown +8% since last year and +71% since 2014.
- 55% of Smash cocktails are made with Whiskey/Bourbon, 14% with Vodka, 13% with Gin, 9% with Rum, and 5% with Tequila.
- While many Smashes are made with just the base spirit, lemon or lime, and mint, fresh fruit is often added – the most common being blackberry, pineapple, strawberry, and peach.
- Women remain an important consumer for dark spirits/whiskey to capture. Women often try new spirits if it's used in a cocktail (such as a Smash). In addition, flavored dark spirits are a common point of entry to the category for women (especially younger women). (Source: Mintel, 2018) Source: Datassential MenuTrends 2018



TAILGATING

AUGUST 2020

PRESENTED: YES

SOLD IN: TBD

BRANDS

- JIM BEAM WHITE

MARKETS/# OF STORES

- N/A

ACTIVATION

- Marketing ATL Support
 - TV: “225th Anniversary” and “Beer Needs A Break” Commercials
 - Print: “225th Anniversary” bottle label
 - Social: Highball WOM & PR
 - Sponsorships: MLB Sponsorships

INSIGHTS

- Jim Beam buyers are interested in football. Nearly 1/3 of them claim to be NFL Super Fans. They are highly likely to watch NFL games regularly, as well as the NFL playoffs.
- Jim Beam buyers are also more likely participate in activities like tailgating, outdoor picnics and entertaining friends at home.
(Source: MRI Survey data, 2018)



GRILLING

AUGUST 2020

PRESENTED: YES

SOLD IN: TBD

BRANDS

- KNOB CREEK

MARKETS/# OF STORES

- N/A

ACTIVATION

- Marketing ATL Support
 - Print: "Slow Cooked Sundays", Labor Day
 - Social: "Slow Cooked Sunday" Influencer/Organic Social, Labor Day Social/Activation

INSIGHTS

- Rolls & Buns, Chicken, and Pork are among the top items purchased with American Whiskey. Rolls & Buns are purchased on 7.8% of American Whiskey trips, chicken on 5.9%, and pork on 5.9%. (Source: InfoScout, August 2018)
- Knob Creek drinkers are 84% more likely to barbecue than the average consumer. Over half of Knob Creek drinkers have barbecued in the past year. (MRI Survey, 2018)
- Premium and Ultra-price Bourbon promoted sales index high around Father's Day, Labor Day, and fourth of July, which are all prime barbecuing occasions. (Nielsen Weekly Sales Index, 2017)
- Spiked Lemonade drinks are the second most popular cocktail on Southern/BBQ menus, and are often made with Whiskey/Bourbon. They have grown 11% on Southern/BBQ menus since 2014. Spiked Iced/Sweet Tea drinks, Old Fashioneds, and Mules are other potentially whiskey-based cocktails that make the top 10. (Datassential, 2018)



COLORS OF FALL

SEPTEMBER 2020

PRESENTED: YES

SOLD IN: TBD

BRANDS

- JIM BEAM WHITE, APPLE, PEACH, VANILLA

MARKETS/# OF STORES

- N/A

ACTIVATION

- Marketing ATL Support
 - TV: "225th Anniversary" and "Beer Needs A Break" Commercials
 - Print: "225th Anniversary" bottle label
 - Social: Highball WOM & PR
 - Sponsorships: MLB Sponsorships

INSIGHTS

- XXXXX
- XXXXX



FALL FOR
BOURBON
THIS SEASON

JIM BEAM
SINCE
1795



COLORS OF FALL

SEPTEMBER 2020

PRESENTED: YES

SOLD IN: TBD

BRANDS

- MAKER'S MARK

MARKETS/# OF STORES

- N/A

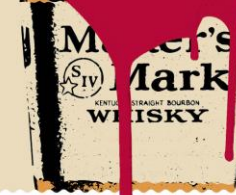
ACTIVATION

- Marketing ATL Support
 - TV: "Mark of the Maker" Commercial
 - Print: "Mark of the Maker" Creative
 - Social: "Mark of the Maker", Cocktail Occasion Amplification (Julep, Spritz etc.)

INSIGHTS

- Millennials are increasingly eager to support brands with a rich history / story they can connect with
- BHM is the perfect opportunity to bring these stories to guests, educating them to drive trade-up during Holidays
- Media coverage of BHM increased in 2018 with articles featured in Forbes, Maxim, Thrillist, etc.
- 2017 Bourbon Legends displays achieved >2x the lift of displays without the POS, driving +14% lift over 8 wks
- During Sept. 2018, the BSI Whiskey portfolio grew faster than any other Target supplier at +44%; the next closest was Pernod at +28%

Character
ISN'T MADE BY
MACHINE



THE MAKE YOUR BOURBON CAMPUS. PLEASE ENJOY IT THAT WAY!
Maker's Mark® Bourbon Whisky, 45% Alc./Vol. ©2019 Maker's Mark Distillery, Inc. Louisville, KY

