

JB Holiday Schnucks Program

November/December

BRANDS

1. LEAD - Jim Beam Family
 1. Jim Beam Premium
 2. Jim Beam Flavors

IDEA

- Opportunity to combine multiple JB Family SKUs and Sizes into one promotion
- Beautiful black barrel that will assuredly stop shoppers with the gold ribbon to really stand out
- Barrel is a Dealer Loader for stores to utilize as they see fit after the program – giveaways, raffles, etc. perfect opportunity for a holiday gifting program!

OF STORES

- 10 (MO)

OVERVIEW

- Sampling/Activation
- Encompasses all sizes to create
- 30 case minimum buy in for stores
- All SKUs, All Sizes, Mix and Match Bourbon within the Jim Beam Family listed below

- Jim Beam Black
- Jim Beam Black
- Jim Beam Double Oak
- Jim Beam Rye
- Jim Beam Single Barrel
- Jim Beam Devils Cut
- Jim Beam Bourbon Cream
- Jim Beam Flavors

Jim Beam White Label does not count in the cases for this program



Artwork available to utilize

