

# SUMMER/TAILGATING PROGRAM

## SEPTEMBER BOURBON MONTH/FOOTBALL

### BRANDS

- LEAD – Bourbon/Premium Bourbon
- Option to bring in Premium + Bourbon
  - Maker's Mark
  - Basil Hayden
  - Knob Creek

### IDEA

- Pull together different brands for a well-rounded approach
- Sample items in each store throughout September Bourbon Month
- Football starting back up (KC Chiefs Partnership – Beam/Makers)

### # OF STORES

- 10 (MO)

### OVERVIEW

- Sampling/Activation
- Encompasses all sizes to create
- Cornhole Set Dealer Loaders – 1 for each store to give away at the end of the promotion
- **40 case minimum buy in for stores**
- All SKUs, All Sizes, Mix and Match Bourbon



(10) – Makers 8 case display



10 JB Bottle Cages – with  
football to fill it  
JBW221038658



10 Jim Beam Rolling Cooler  
Dump Bin – Small Sizes  
JBW21S1029245-C



10 OTR Rolling Cooler

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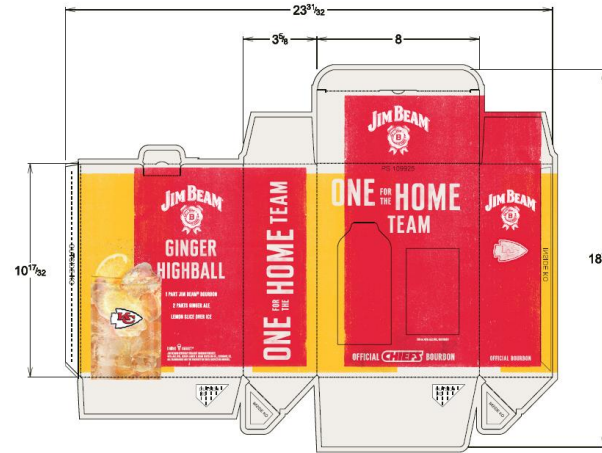
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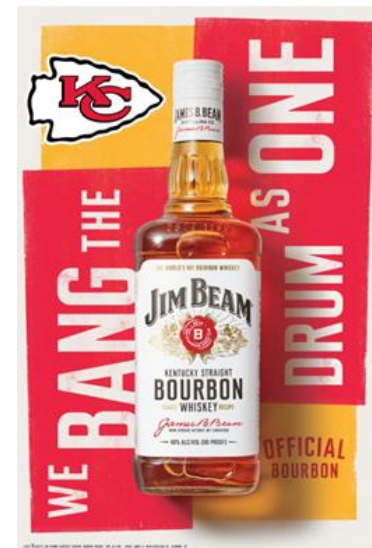
### OVERVIEW

- Sampling/Activation
- Encompasses all sizes to create
- Cornhole Set Dealer Loaders – 1 for each store to give away at the end of the promotion
- 25 case minimum buy in for stores
- All SKUs, All Sizes, Mix and Match Bourbon



3 VAPS coming end of August/September – (Left to Right)  
Makers Mark Gold Dip (Highly Allocated), Jim Beam Highball Mug, Jim Beam Chiefs Label (same UPC)

Pick your own artwork for header cards/print



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## EXECUTION PHOTOS (Not Finalized yet)

\*\*\*Program Started 9/1 and runs through early October\*\*\*

1. Maker's VAP will not go into stores until 10/1 due to the plant shipping delays and the product not being on POST in September
2. Has changed the program quite a bit but we are beginning to see execution especially on Beam, working to be flexible and hold locations

## DATA

Tricky to lock down exact lift this early in the program but our POST ended in August so for reference below are our depletion numbers from August on Maker's and JB Families for total Dierbergs (10 of 26 total MO stores)

1. Jim Beam Family (+14K in total revenue)
2. Makers Mark Family (+12K in revenue)
3. Net spend will be less than \$5K due to utilizing old POS in other accounts warehouses not being utilized

\*\*\*We fully expect that the bottle drops on the Chiefs Label will not only generate extra \$ value but allow us to hold locations a few weeks longer than anticipated\*\*\*

| Row Labels   | 9L Cases CM | 9L CM Chng | 9L CM % Chng | Rev CM   | Rev CM Chng | Rev CM % Chng | NSV \$ CM |
|--------------|-------------|------------|--------------|----------|-------------|---------------|-----------|
| JIM BEAM     | 333         | 243        | 272.5%       | \$46,779 | \$32,155    | 219.9%        | \$38,460  |
| MAKER'S MARK | 73          | 30         | 68.5%        | \$19,970 | \$7,156     | 55.8%         | \$14,295  |

