

Beam Suntory

Spirits Category

FY22, WK11, 2021 Modular Line Review

New Item Meeting Agenda & Attendees

WALMART

- Sales Overview
 - Week 11 In-stock %
 - Week 11 VOIDS Recap
 - Current State of the Business
 - Future State of the Business
 - Innovation Recap
 - Recap L52W Demo Support
- Merchandising Solutions
- 2021 Key Brand Updates
- 2021 Feature Proposals
 - Supporting Marketing Calendar/Plans
- 2021 Holiday Items and/or Gift Sets
- New Item Proposals

WALMART

- Jason Fremstad**
 - VP/DMM Adult Beverage
- Catherine Pollock**
 - Sr. Buyer, Light Spirits
- Karen Harling**
 - Sr. Buyer, Dark Spirits
- Samantha Ayala**
 - Associate Buyer, Small Sizes

BEAM SUNTORY

- Todd Moses**
 - Director, Walmart Inc.
- Heather Moubray**
 - Director, Category Management
- Jessica Yaskowitz**
 - Sr. Marketing Manager
- Nick Glover**
 - National Account Manager
- Blake Irwin**
 - Retail Execution Manager
- Olivia Brink**
 - Assoc. Marketing Manager
- Regina Rozario**
 - Category Manager

FY 2021 YTD Voids/Instock, POS, and Demo Support

SALES OVERVIEW

Supplier Performance Scorecard

KEY METRICS	YTD	YY
POS Sales \$	\$29,806,955	+18.7%
POS Units	1,953,647	+17.3%
Maintained Margin %	+14.1%	+17.5%
Maintained Margin \$*	\$4,213,528	+39.4%
Retail Turns	7.54	+13.6%
GMROI**	1.30	+31.1%
In Stock	91.9%	+9.9%

- **Sales, Units, and Turns**
 - \$ and Units continue to accelerate
 - Partnership in the micromanaged pricing
 - TY WK11: -12.7% PODs
- **Maintained Margin \$**
 - Improved significantly from LY
 - EDLP/EDLC & Rollbacks effectively planned and executed
- **GMROI**
 - Continuing case pack efficiencies
- **In Stock**
 - Successful change in distributor in key markets (RNDC → SGWS)

	Last Week			Last 4 Weeks			Last 52 Weeks			FYTD		
	WM Weeks 202017 and 201918			WM Weeks 202014-202017 and 201915-2019			WM Weeks 201919-202017 and 201819-2018			WM Weeks 202001-202017 and 201902-2019		
	TY	LY	Diff	TY	LY	Diff	TY	LY	Diff	TY	LY	Diff
Sales \$	\$1,710,529	\$1,543,369	10.8%	\$7,205,986	\$6,078,703	18.5%	\$87,807,542	\$79,406,952	10.6%	\$29,806,955	\$25,108,519	18.7%
Sales Qty	113,266	103,850	9.1%	473,562	407,423	16.2%	5,796,527	5,375,893	7.8%	1,953,647	1,666,135	17.3%
Comp Store Sales \$	\$1,709,473	\$1,542,232	10.8%	\$7,202,019	\$6,074,409	18.6%	\$87,667,141	\$79,220,837	10.7%	\$29,790,193	\$25,059,623	18.9%
Avg Price	\$15.10	\$14.86	1.6%	\$15.22	\$14.92	2.0%	\$15.15	\$14.77	2.6%	\$15.26	\$15.07	1.2%
Retail Dollar Inventory	\$12,184,244	\$12,120,754	0.5%	\$12,160,957	\$11,282,002	7.8%	\$12,641,599	\$11,826,560	6.9%	\$12,090,307	\$11,570,253	4.5%
Cost Dollar Inventory	\$10,012,951	\$9,953,787	0.6%	\$9,994,852	\$9,203,885	8.6%	\$10,361,820	\$9,525,718	8.8%	\$9,941,184	\$9,341,319	6.4%
Instock %	90.75%	82.51%	10.0%	92.88%	84.01%	10.6%	93.83%	85.16%	10.2%	91.86%	83.60%	9.9%
Repl Instock %	87.04%	80.22%	8.5%	82.04%	71.39%	14.9%	47.99%	49.71%	(3.5%)	64.68%	66.06%	(2.1%)
POD (Valid)	61,312	63,218	(3.0%)	65,146	71,144	(8.4%)	98,267	84,622	16.1%	82,528	76,810	7.4%
Unit Turns	6.99	7.59	(7.8%)	7.32	8.05	(9.1%)	7.02	8.02	(12.5%)	7.08	7.78	(8.9%)
Retail Turns	7.30	6.62	10.3%	7.70	7.00	10.0%	6.95	6.71	3.4%	7.54	6.64	13.6%
Store Weeks On Hand	7.43	6.85	8.5%	7.11	6.46	10.1%	7.41	6.48	14.3%	7.34	6.68	9.8%
Whse Weeks On Hand	0.32	0.18	78.6%	0.30	0.19	56.5%	0.30	0.37	(18.6%)	0.27	0.31	(10.6%)
Ships At Retail	\$1,690,633	\$2,543,898	(33.5%)	\$7,366,994	\$7,625,233	(3.4%)	\$90,705,608	\$83,044,991	9.2%	\$30,331,095	\$27,313,783	11.0%
Ships At Cost	\$1,438,837	\$2,178,114	(33.9%)	\$6,261,835	\$6,651,387	(5.9%)	\$77,565,305	\$71,786,031	8.1%	\$25,667,985	\$23,723,299	8.2%
Initial Margin %	14.89%	14.38%	3.6%	15.00%	12.77%	17.5%	14.49%	13.56%	6.9%	15.37%	13.15%	17.0%
Net Maintain Margin %	14.12%	13.89%	1.7%	13.02%	11.05%	17.8%	13.82%	12.83%	7.7%	14.14%	12.04%	17.5%
Net Maintained Margin \$	\$241,540	\$214,385	12.7%	\$938,371	\$671,907	39.7%	\$12,133,913	\$10,191,057	19.1%	\$4,213,528	\$3,021,940	39.4%
GMROI	1.25	1.12	0.13	1.22	0.95	0.27	1.17	1.07	0.10	1.30	0.99	0.31
Markdown \$	\$15,533	\$8,799	76.5%	\$167,808	\$119,715	40.2%	\$685,922	\$664,801	3.2%	\$436,037	\$320,829	35.9%
Mardowns (% to Sales)	0.91%	0.57%	59.3%	2.33%	1.97%	18.2%	0.78%	0.84%	(6.7%)	1.46%	1.28%	14.5%

Source: Supplier Performance Scorecard, D96 of Wk 202017

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Voids and Instock Overview

VOIDS SUMMARY

SUPPLIER	WEEK	VOID COUNT	TOTAL VOID PODs	% VOIDS
BEAM SUNTORY	14	669	5,136	13.0%
	15	579	5,136	11.3%
	16	493	5,136	9.6%

BEAM CATEGORY	WEEK 11 - 16 INSTOCK %
TOTAL	91.9%
BRANDY	73.6%
COGNAC	89.5%
CORDIALS	89.9%
GIN	92.4%
PREPARED COCKTAILS	74.6%
RUM	90.7%
TEQUILA	90.9%
VODKA	88.5%
WHISKEY	95.5%

WEEK 16 % OF VOIDS BY STATUS

STATUS	VOID COUNT	% VOIDS
Innovation	233	4.5%
Maintain	259	5.0%

WEEK 16 % OF VOIDS BY DISTRIBUTOR

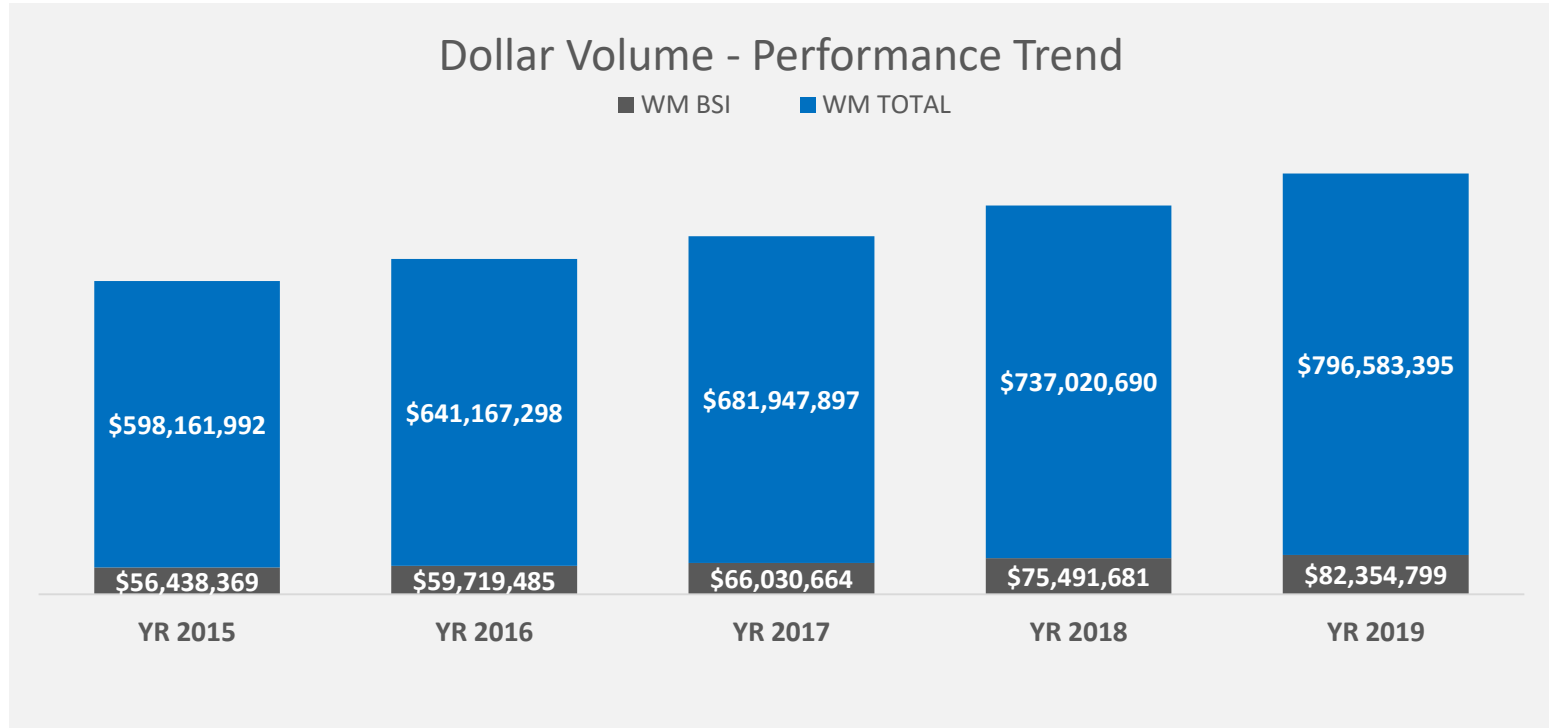
STATUS	VOID COUNT	% VOIDS
SGWS	201	3.9%
All Others	292	5.7%

TOP 5 VOIDS – WK 16

UPC	ITEM DESCRIPTION	SIZE	SUB-CATEGORY	BRAND	VOID COUNT	TOTAL PODs	% VOIDS
8068683601	SAUZA TRES GENERACIONES PLATA 750ML	750ML	TEQUILA	TRES GENERACIONES	58	343	16.9%
8068683603	SAUZA TRES GENERACIONES REPOSADO 750ML	750ML	TEQUILA	TRES GENERACIONES	58	281	20.6%
8068630807	DEKUYPER OL FASHION 750ML	750ML	CORDIALS	DEKUYPER	47	192	24.5%
8068695101	BEAM DISTILLERS MASTERPIECE 750ML	750ML	BOURBON	JIM BEAM	39	56	69.6%
8068601232	BASIL HAYDEN 1.75LT	1.75LT	BOURBON	BASIL HAYDEN	24	216	11.1%

Source: RetailLink Wks 11-16 Instock %; Voids provided by Walmart

Performance Trend – 4YR CAGR



CALENDAR YEAR	WM BSI	WM TOTAL
YR 2015	12.7%	10.7%
YR 2016	5.8%	7.2%
YR 2017	10.6%	6.4%
YR 2018	14.3%	8.1%
YR 2019	9.1%	8.1%
4 YEAR CAGR	9.9%	7.4%

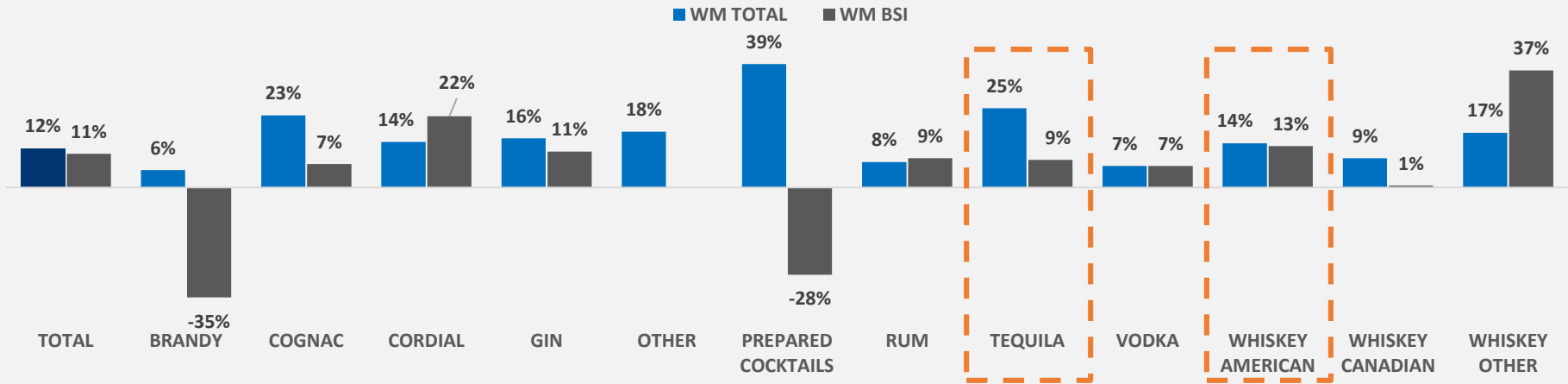
Source: Nielsen Answers - MFG BevAI Suite Spirits – 05.16.20

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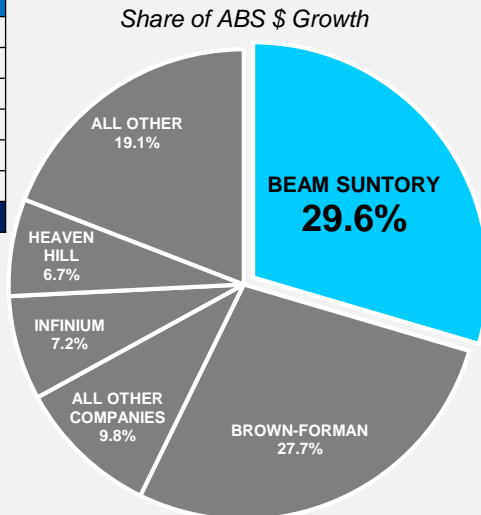
Category Performance – Comparison L52

\$ % Chg Trends L52



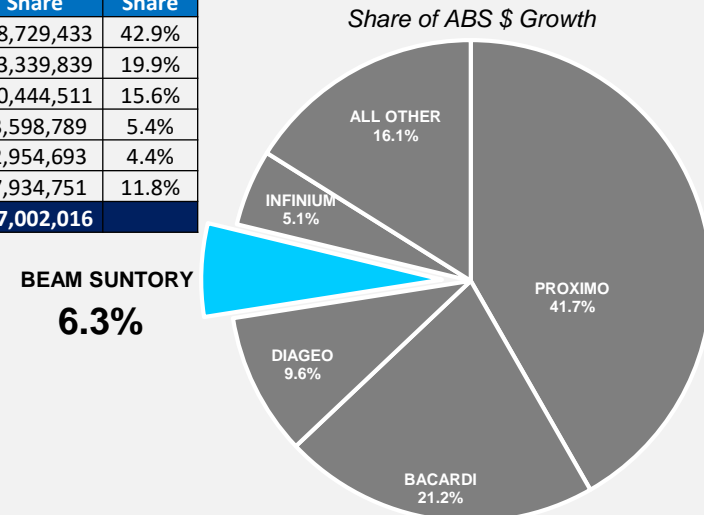
AMERICAN WHISKEY

SUPPLIER	\$ Share	% Share
BROWN-FORMAN	\$50,411,334	33.7%
BEAM SUNTORY	\$46,808,388	31.3%
DIAGEO	\$13,540,179	9.1%
HEAVEN HILL	\$13,191,704	8.8%
SAZERAC	\$9,735,508	6.5%
ALL OTHER	\$15,688,244	10.5%
TOTAL	\$149,375,358	



TEQUILA

SUPPLIER	\$ Share	% Share
PROXIMO	\$28,729,433	42.9%
BACARDI	\$13,339,839	19.9%
BEAM SUNTORY	\$10,444,511	15.6%
SAZERAC	\$3,598,789	5.4%
DIAGEO	\$2,954,693	4.4%
ALL OTHER	\$7,934,751	11.8%
TOTAL	\$67,002,016	



Source: Nielsen Answers - MFG BevAl Suite Spirits – 05.16.20; xAOC = TTL US xAOC Liq Plus

Category Performance – Whiskey



CATEGORY	SHARE	GROWTH	SHARE	GROWTH	GAP
TOTAL SPIRITS	100	+11.2%	100	+12.4%	
AMERICAN WHSKEY	17.9	+15.9%	17.5	+14.0%	-0.4
BOURBON	61.2	+17.4%	52.7	+17.0%	-8.5
RYE	6.2	+21.1%	1.90	+27.7%	-4.3
ULTRA	45.0	+24.5	19.5	+37.0%	
PREMIUM	28.9	+11.9%	37.6	+13.8%	
STANDARD	23.1	+8.4%	38.5	+6.7%	

STRAIGHT BOURBON

Jim Beam Family

- 40.3 Share WMT
- +13.0% WMT L52
- JB Flavors \$9MM L52

Jim Beam Black

- #10 overall Bourbon at WMT
- +49.3% L52
 - Fastest growing top 10 brand



RYE WHISKEY

Knob Creek Rye

- #4 Rye Whiskey xAOC
- +28.5% L52

Basil Hayden Dark Rye

- #7 Rye Whiskey xAOC
- +67.9 % L52
 - Fastest growing top 10 Rye Whiskey

BASIL HAYDEN'S

ULTRA PREMIUM

Basil Hayden and Maker's 46 are leading growth drivers for Ultra Premium at Walmart

- Basil Hayden
 - #9 Ultra Premium
 - +68.2% L52
- Maker's 46
 - #11 Ultra Premium
 - +71.3% L52

Maker's Mark is the #1 Ultra Premium Family (28 share)



PREMIUM

Jim Beam Black is #1 of the Top 10 Growth Premium Whiskeys at Walmart

- #6 Premium Whiskey
- +49.3%

BSI is the largest share gaining major supplier in the Premium Whiskey segment at WMT



Source: Nielsen Answers - MFG BevAI Suite Spirits – 05.16.20; xAOC = TTL US xAOC Liq Plus

Category Performance – Tequila



CATEGORY	SHARE	GROWTH	SHARE	GROWTH	GAP
TOTAL SPIRITS	100	+11.2%	100	+12.4%	
TEQUILA	10.2	+26.3%	7.9	+25.3%	-2.3
ULTRA PREMIUM	43.6	+34.4%	21.6	+35.2%	-22.0
PREMIUM	29.3	+27.2	27.6	+44.0%	-1.7
1.75	18.8	+38.2%	6.8	+86.5%	-12.9
750	72.8	+25.0%	92.3	+41.6%	
STANDARD	20.9	+18.4%	40.1	+16.5%	

ULTRA PREMIUM

Beam Suntory is #3 overall Ultra Premium Spirits Supplier in Walmart and driving growth

- +224.4% L52

#1 Overall Tequila Brand accounts for 61.0 share at Walmart vs 32.4 share in xAOC, highlighting opportunity for increased distribution to close share gap to ROM



PREMIUM

Overall Walmart is in line with xAOC for total Premium Tequila Category

BSI is the #2 Premium Tequila Supplier at both Walmart and xAOC

Hornitos is the #1 Premium Tequila family and has the #2 (Reposado) and #3 (Plata) SKUs



PREMIUM 1.75

Premium 1.75 is noticeably under shared at Walmart, but growing rapidly

Top 4 SKUS (Hornitos Plata (3), Hornitos Reposado (2)) account for 97% of Walmart Premium Tequila 1.75 Sales

Increased 1.75 distribution across leading brands should drive Tequila share and increase overall category \$ growth

Source: Nielsen Answers - MFG BevAl Suite Spirits – 05.16.20; xAOC = TTL US xAOC Liq Plus

Performance Trend – Growth and Decline Drivers L52

GROWTH DRIVERS L52

Walmart Total US TA	CATEGORY	PRICE TIER	\$ VOLUME	ABS \$ CHG	\$ % CHG	AVG PRICE	ABS PRICE CHG	STORE SELLING	STORE SELLING CHG	xAOC \$ % CHG	xAOC AVG PRICE
JIM BEAM PEACH WHISKEY 43-69 PROOF 750ML	WHISKEY	MID	\$1,491,981	\$1,491,790	New Item	● \$13.89	(\$3.41)	1,065	1,062	New Item	● \$15.18
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 1.75L	WHISKEY	MID	\$10,891,834	\$1,410,787	14.9%	● \$24.20	(\$0.47)	1,478	18	11.9%	● \$25.16
MAKER'S MARK REG BOURBON WSKY 90 PROOF 1.75L	WHISKEY	ULTRA	\$2,155,440	\$878,984	68.9%	● \$47.10	(\$1.17)	901	400	21.4%	● \$46.54
HORNITOS PLATA TEQUILA 80 PROOF 750ML	TEQUILA	PREMIUM	\$1,754,167	\$527,677	43.0%	● \$20.94	\$1.33	1,433	635	13.2%	● \$21.85
PINNACLE REG VODKA 80 PROOF 1.75L	VODKA	MID	\$5,736,519	\$458,744	8.7%	● \$16.41	(\$0.12)	1,441	219	1.6%	● \$16.74
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF VAP 750ML	WHISKEY	MID	\$430,651	\$418,620	VAP	● \$14.09	(\$0.49)	890	828	VAP	● \$15.00
JIM BEAM BLACK LABEL BRBN WSKY 86 PROOF 750ML	WHISKEY	PREMIUM	\$1,372,618	\$411,087	42.8%	● \$19.27	(\$0.67)	1,006	348	17.6%	● \$20.23
BASIL HAYDEN'S BOURBON WHISKEY 80 PROOF 750ML	WHISKEY	ULTRA	\$845,988	\$322,466	61.6%	● \$37.45	(\$0.18)	1,026	441	20.3%	● \$37.79
MAKER'S 46 BOURBON WHISKEY 750ML	WHISKEY	ULTRA	\$673,579	\$297,194	79.0%	● \$33.37	(\$1.52)	840	348	16.3%	● \$35.01
JIM BEAM BLACK LABEL BRBN WSKY 86 PROOF 1.75L	WHISKEY	PREMIUM	\$512,391	\$230,258	81.6%	● \$32.72	\$0.35	254	125	24.5%	● \$32.93

DECLINE DRIVERS L52

Walmart Total US TA	CATEGORY	PRICE TIER	\$ VOLUME	ABS \$ CHG	\$ % CHG	AVG PRICE	ABS PRICE CHG	STORE SELLING	STORE SELLING CHG	xAOC \$ % CHG	xAOC AVG PRICE
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 750ML	WHISKEY	MID	\$4,548,961	(\$514,456)	(10.2%)	● \$13.79	\$0.35	1,223	(4)	1.1%	● \$14.68
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF VAP 750ML PLASTIC	WHISKEY	MID	\$8,409	(\$502,527)	(98.4%)	● \$13.76	(\$0.65)	53	(803)	-97.0%	● \$16.29
KAMCHATKA REG VODKA 80 PROOF 1.75L PLASTIC	VODKA	VALUE	\$555,788	(\$366,834)	(39.8%)	● \$10.75	\$0.20	204	(12)	-13.3%	● \$11.53
JIM BEAM ASST BOURBON WHISKEY 80 PROOF VAP 50ML PLASTIC 4PK	WHISKEY	PREMIUM	\$11,961	(\$301,257)	(96.2%)	● \$5.46	\$0.63	54	(370)	-84.7%	● \$4.66
SAUZA SILVER TEQUILA 80 PROOF 750ML	TEQUILA	VALUE	\$2,501,262	(\$262,185)	(9.5%)	● \$12.25	\$1.59	1,386	141	3.7%	● \$12.05
SAUZA GOLD TEQUILA 80 PROOF 750ML	TEQUILA	VALUE	\$1,536,223	(\$173,095)	(10.1%)	● \$12.06	\$1.61	1,389	168	-5.1%	● \$11.90
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 750ML PLASTIC	WHISKEY	MID	\$1,089,398	(\$171,008)	(13.6%)	● \$14.51	\$0.40	422	57	-0.2%	● \$15.07
JIM BEAM HOT TODDY CK <43 PROOF 750ML	RTD	PREMIUM	\$31,471	(\$145,365)	(82.2%)	● \$9.59	(\$2.35)	238	(341)	-60.0%	● \$10.82
MAKER'S MARK REG BOURBON WSKY 90 PROOF 750ML	WHISKEY	ULTRA	\$4,511,374	(\$99,699)	(2.2%)	● \$24.45	(\$0.24)	1,464	51	5.2%	● \$25.10
DEKUYPER PEPPERMINT REG SCHNPS 43-69 PROOF 750ML	CORDIALS	MID	\$270,119	(\$68,379)	(20.2%)	● \$9.98	(\$0.09)	669	21	-11.0%	● \$10.69

Source: Nielsen Answers - MFG BevAI Suite Spirits – L52 05.16.20; xAOC = TTL US xAOC Liq Plus

Performance Trend – Growth and Decline Drivers YTD

GROWTH DRIVERS YTD

Walmart Total US TA	CATEGORY	PRICE TIER	\$ VOLUME	ABS \$ CHG	\$ % CHG	AVG PRICE	ABS PRICE CHG	STORE SELLING	STORE SELLING CHG	xAOC \$ % CHG	xAOC AVG PRICE
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 1.75L	WHISKEY	MID	\$4,444,969	\$651,013	17.2%	● \$24.38	\$0.01	1,477	33	24.9%	● \$25.42
JIM BEAM PEACH WHISKEY 43-69 PROOF 750ML	WHISKEY	MID	\$622,583	\$622,393	New Item	● \$13.97	(\$3.33)	1,044	1,041	6962.1%	● \$15.20
MAKER'S MARK REG BOURBON WSKY 90 PROOF 1.75L	WHISKEY	ULTRA	\$951,766	\$442,512	86.9%	● \$46.95	(\$0.79)	891	418	40.9%	● \$47.08
HORNITOS PLATA TEQUILA 80 PROOF 750ML	TEQUILA	PREMIUM	\$734,691	\$299,168	68.7%	● \$21.31	\$0.83	1,418	637	32.7%	● \$22.10
JIM BEAM BLACK LABEL BRBN WSKY 86 PROOF 750ML	WHISKEY	PREMIUM	\$526,130	\$153,689	41.3%	● \$19.15	(\$0.58)	995	348	26.6%	● \$20.09
BASIL HAYDEN'S BOURBON WHISKEY 80 PROOF 750ML	WHISKEY	ULTRA	\$342,746	\$146,248	74.4%	● \$37.18	(\$0.22)	981	469	32.3%	● \$38.10
PINNACLE REG VODKA 80 PROOF 1.75L	VODKA	MID	\$2,260,297	\$145,226	6.9%	● \$16.53	\$0.27	1,434	226	8.3%	● \$16.75
MAKER'S 46 BOURBON WHISKEY PROOF 750ML	WHISKEY	ULTRA	\$279,704	\$138,349	97.9%	● \$33.07	(\$1.16)	803	371	33.6%	● \$35.12
HORNITOS RPSDO TEQUILA 80 PROOF 750ML	TEQUILA	PREMIUM	\$756,393	\$136,300	22.0%	● \$20.91	\$1.20	1,416	465	18.2%	● \$21.88
JIM BEAM RD STG BLK CH BRB WSK 70 PROOF 750ML	WHISKEY	MID	\$453,035	\$116,643	34.7%	● \$14.79	(\$0.12)	729	175	23.0%	● \$15.86

DECLINE DRIVERS YTD

Walmart Total US TA	CATEGORY	PRICE TIER	\$ VOLUME	ABS \$ CHG	\$ % CHG	AVG PRICE	ABS PRICE CHG	STORE SELLING	STORE SELLING CHG	xAOC \$ % CHG	xAOC AVG PRICE
KAMCHATKA REG VODKA 80 PROOF 1.75L PLASTIC	VODKA	VALUE	\$71,709	(\$264,288)	(78.7%)	● \$11.57	\$0.93	175	(39)	-2127.5%	● \$11.88
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 750ML	WHISKEY	MID	\$1,766,831	(\$163,852)	(8.5%)	● \$13.77	\$0.07	1,192	8	833.4%	● \$14.66
SAUZA SILVER TEQUILA 80 PROOF 1.75L PLASTIC	TEQUILA	VALUE	\$38,620	(\$110,999)	(74.2%)	● \$23.72	\$1.72	275	(25)	-8421.7%	● \$23.12
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 750ML PLASTIC	WHISKEY	MID	\$366,138	(\$109,703)	(23.1%)	● \$14.58	\$0.42	384	68	-155.5%	● \$15.06
SAUZA GOLD TEQUILA 80 PROOF 1.75L PLASTIC	TEQUILA	VALUE	\$33,673	(\$57,891)	(63.2%)	● \$22.99	\$0.91	303	(11)	-6971.1%	● \$22.79
DEKUYPER BLACKBERRY BRANDY 43-69 PROOF 750ML	BRANDY	MID	\$25,083	(\$47,079)	(65.2%)	● \$10.47	\$0.32	232	(162)	-891.0%	● \$11.99
JIM BEAM HOT TODDY CK <43 PROOF 750ML	RTD	PREMIUM	\$5,182	(\$41,728)	(89.0%)	● \$9.19	(\$1.23)	83	(335)	-6586.1%	● \$10.42
JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF VAP 750ML PLASTIC	WHISKEY	MID	\$246	(\$41,631)	(99.4%)	● \$14.48	(\$0.58)	6	(291)	-9844.7%	● \$16.22
SAUZA GOLD TEQUILA 80 PROOF 750ML	TEQUILA	VALUE	\$597,761	(\$41,529)	(6.5%)	● \$12.86	\$1.98	1,373	164	710.7%	● \$12.44
JIM BEAM ASST BOURBON WHISKEY 80 PROOF VAP 50ML PLASTIC 4PK	WHISKEY	PREMIUM	\$877	(\$31,132)	(97.3%)	● \$4.06	\$0.78	21	(187)	-8759.5%	● \$3.72

Source: Nielsen Answers - MFG BevAI Suite Spirits – YTD 05.16.20; xAOC = TTL US xAOC Liq Plus

Innovation Summary

2019 Innovation Performance WMT WK: 201915 – 202015

Product Description	POS Sales	\$/S/W	U/S/W	Unit Expectation	POS Store Count	Matrix Stores
JIM BEAM PEACH BOURBON WHISKEY 750ML	\$1,472,704	\$44	3.2	2.7	1,054	1,003
EFFEN ROSE VODKA 750 ML	\$113,671	\$24	1.3	1.5	583	301
EFFEN YUZU VODKA 750ML	\$59,468	\$24	1.3	1.5	396	162
HAKU VODKA 80 PF 750 ML	\$49,271	\$34	1.2	1.2	299	234
JIM BEAM PEACH BOURBON WHISKEY 1L	\$43,171	\$35	1.6	1.6	55	55
SAUZA RTD AGUA FRT PINEAPPLE 4PK	\$35,789	\$12	1.4	1.5	598	45
EL TESORO BLANCO TEQUILA 80 PROOF 750ML	\$24,138	\$43	1.3	0.8	188	143
BASIL HAYDEN'S BOURBON WHISKEY 375 ML	\$21,398	\$27	1.3	0.8	143	187
JIM BEAM PEACH BOURBON WHISKEY 375ML	\$18,042	\$16	1.8	1.9	68	64
EL TESORO REPOSADO TEQUILA 750ML	\$15,268	\$50	1.3	0.8	121	141
EL TESORO ANEJO TEQUILA 750ML	\$11,546	\$57	1.5	0.5	75	57
KAMCHATKA RASPBERRY VODKA 750ML	\$3,843	\$12	2.9	5.3	12	0
KAMCHATKA CITRUS VODKA 750ML	\$3,269	\$10	2.3	5.3	11	0
Grand Total	\$1,871,577					

2020 Innovation Performance WMT WK: 202011 – 202017

Item Description	\$/S	\$/S/W	U/S/W	Stores w/ Sales	Stores w/ Inventory	Matrix Store Count
BASIL HAYDEN'S DARK RYE 750ML	\$45,302	\$47	1.19	473	825	862
TRES GEN PLATA 750ML	\$23,490	\$44	1.23	271	428	484
BASIL HAYDEN 1.75 LT	\$19,716	\$92	1.38	126	256	301
TRES GEN REPOSADO 750ML	\$15,583	\$44	1.20	187	366	416
TRES GEN ANEJO 750ML	\$11,193	\$50	1.29	110	168	164
ROKU GIN 750 ML	\$10,154	\$37	1.37	101	155	218
COURVOISIER AVANT GARDE 750 ML	\$2,320	\$50	1.35	25	45	49
DEKUYPER OL FASHION 750 ML	\$1,080	\$11	1.08	72	176	255
EL TESORO EXTRA ANEJO 750 ML	\$340	\$85	1.00	3	62	57
Grand Total	\$129,178			1,368	2,481	2,806

Source: RetailLink

Merchandise Finance & Strategy
Confidential – Do Not Distribute



Demo Support

Year	Month	Demo	Targeted Brands	Store Count	Original Estimate	COST	LIFT
2019	February	Superbowl	Jim Beam Family	171	\$29,831.13	\$28,012.65	50.88%
2019	May	Cinco	Hornitos, Sauza, Agua Fuerte	235	\$51,604.23	\$41,642.21	144.90%
2019	June	Father's Day	Maker's Mark, KC, BH	115	\$25,127.93	\$20,868.80	62.40%
2019	July	Summer Refresher	JB Peach, Effen, Pinnacle Flavors	151	\$25,060.89	\$17,772.99	110.05%
2019	August	Tailgating Cocktails	Pinnacle, Dek, JB Peach	132	\$26,021.24	\$22,375.69	100.00%
2019	El Tesoro Tequila	FL Summer Demos	El Tesoro	62	\$13,358.00	\$8,610.00	1100.00%
2019	September	September Bourbon Heritage	MM, KC, BH, JBW	192	\$42,322.45	\$32,941.23	70.00%
2019	October	Halloween	Effen, JB Family, Dekuyper	113	\$21,406.84	\$16,247.80	201.30%
2019	December	Holiday Gift Giving	MM, KC, BH, JBW	150	\$35,631.02	\$28,898.21	141.70%
2019	H2	Jane/SWAS/1 Off Demos	Multibrand	38	\$9,428.02	\$9,743.53	
Totals				1359	\$279,791.75	\$227,113.11	
2020	February	Superbowl	Jim Beam Flavors - Peach, Apple, Vanilla, Honey	91	\$25,000.00	\$9,975.00	117.00%
2020	March	Women in Whiskey	MM, MM46	CANCELLED	\$40,000.00		
2020	May	Cinco	Hornitos/Tres Gen	CANCELLED	\$40,000.00		
2020	June	Father's Day	Basil Hayden, Basil Hayden Dark Rye, KC	CANCELLED	\$30,000.00		
2020	July	Summer Refresher	Tres Gen/El Tesoro/Hornitos		\$25,000.00		
2020	September	Tailgating Cocktails	***Potentially Beam Family***		\$25,000.00		
2020	September	September Bourbon Heritage	JB Black, Knob, Basil (Potentially Old Tub)		\$20,000.00		
2020	October	Halloween	Effen, JB Family, Dekuyper (TBD)		\$20,000.00		
2020	December	Holiday Gift Giving	MM, KC, BH, JBW		\$30,000.00		
2020	SWAS Store Openings				\$20,000.00		
Totals				91	\$275,000.00	\$9,975.00	

Virus Protectors



Social Distancing Floor Decals



Bar Cart Options/Pairings



Source: Advantage Solutions

MERCHANDISING SOLUTIONS

Walmart | COVID Insights



INSIGHTS

SOLUTIONS

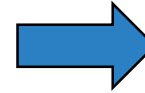
CONSUMPTION BEHAVIOR

25% said they will order meals for delivery/pickup more than they did pre-Covid once SAH orders lift. Another 25% said they will go out less but cook more at home.

- ★ WM over-indexes in plans to spend less time at bars once markets reopen

Only 9% expect to reduce their spirits consumption overall compared to Pre-Covid.

- ★ WM over-indexes in dollars spent on spirits for at home consumption



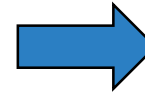
- COCKTAILS TUTORIALS
- COOKING SOLUTION

SHOPPING BEHAVIOR

Ultimately, behavior with brands hasn't changed much, though 20% are buying larger sizes.

- ★ WM over-indexes in purchasing more expensive brands

When it comes to Spirits Shoppers during COVID, Mass & Club have seen the biggest bumps in buyers, but everyone is spending more per trip



- SHOPPING EFFICIENCY
- SPIRITS CATEGORY EXPANSION
- SUPER PREMIUM CATEGORY EXPANSION



AT HOME COCKTAILS

Over 60% of HH's are consuming more spirits since SAH; primarily a plus 1 or traditional cocktail

- ★ WM over-indexes in simple mixed drinks and classic cocktails

While most are making cocktails they've made before, 30% are making new recipes they found online.

- ★ WM over-indexes in consumers purchasing cocktail solutions ingredients

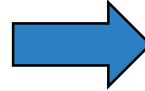


- COCKTAIL SOLUTIONS
- RECIPE INSPIRATION TOOLS
- EDUCATIONAL TOOLS



SHOPPING BEHAVIOR: Efficiency / Condensed Shopping Occasions

INSIGHT: Shopper buying frequency is changing and they are making less trips to stores and stocking up more each time they go. They are also wanting to spend less time in the stores



SOLUTION: Make shopping trips more EFFICIENT by providing solutions and cross merchandising ideas throughout the store. Provide inspiration for new occasions to increase basket rings.

Cocktail Solution Kits



Cocktails
Solution VAP

One Stop Shop



Cocktail Solution
Centers

New Occasions



COOKING RECIPE
SOLUTIONS

Cocktails to Go



Cross Merch Partners



AT HOME COCKTAILS: Return of Cocktail Hour!!

INSIGHT: While most are making cocktails they've made before, 30% are making cocktails with new recipes they found online. WM over-indexes in simple mixed drinks and classic cocktails



SOLUTION: Provide easy recipes solutions with ingredients that can be found at WM. Allow for customization and access the recipe digitally for at home reference.

Cocktail Solution Tools

Cocktail Solution Centers



Cocktail Kits

Recipe Inspiration Tools

Recipe / Video Website



Text Platform



QR Code Platform



Educational Tools

Digital / Voice Activated Displays



DE KUYPER
10 BRAND BARTENDING TRAYS



CLASSIC MARGARITA
• 1 oz. DeKuyper® Tequila
• 1/2 oz. DeKuyper® Triple Sec
• 1 part Lime Juice
• 1 part Fresh Lime
Add ingredients to cocktail shaker.
Shake and strain into a salted glass with ice.



Bartender Tips

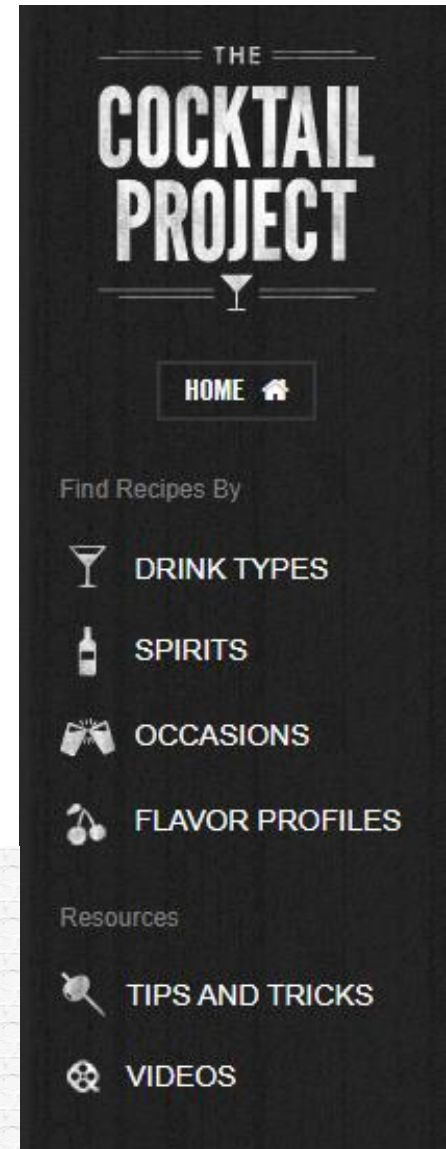
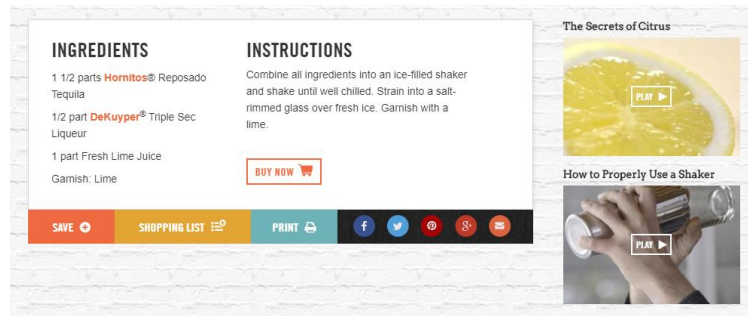
THE COCKTAIL PROJECT 2.0

WHAT IS IT?

- The Cocktail Project is a cross-category recipe platform that can offer cocktail solutions for simple, easy-to-make drinks for the “cocktail enthusiasts”
- +600 of our best cocktail recipes and leverages our major brands across the portfolio
- Despite zero support in recent years, TCP has built a robust website platform that generate over +500K visits per year

EXECUTION TOOLS:

- Integrated tools for easy access to The Cocktail Project assets on in-store POS & Displays.

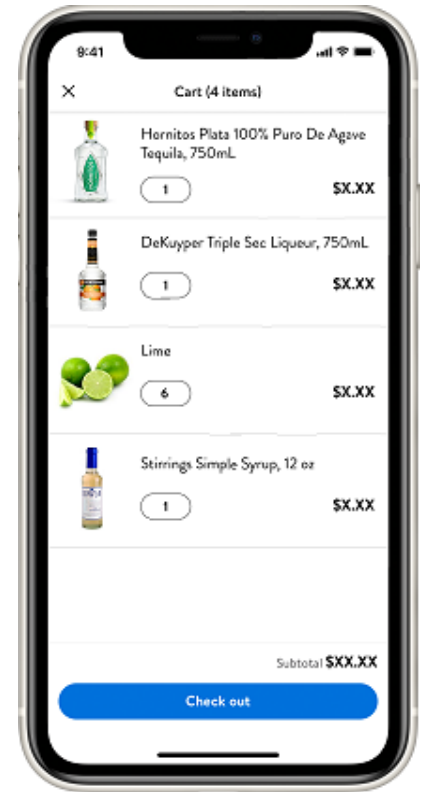


TEXT PLATFORM



TEXT PLATFORM

TEXT FLOW



QR CODE



INCLUDE ON LOCK BOX CREATIVE



FIND ALL YOUR FAVORITE BOURBON RECIPES HERE:



VOICE ACTIVATED DISPLAY



HEADER



HEADER SIDE



BACKER PANEL



INSTRUCTIONS PANEL



FLOOR GRAPHIC



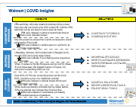
VOICE ACTIVATED DISPLAY



DIGITALSHELF DISPLAY



PRINT POS



THE BARTENDER TIP

“APPLY A LIME WEDGE TO THE RIM OF THE GLASS BEFORE DIPPING INTO SALT—THIS WILL HELP IT STICK.”

- HEATHER J., SEATTLE, WA

CLASSIC MARGARITA

- 1/2 part DeKuyper® Triple Sec Liqueur
- 1/2 part Blanco Tequila
- 1 part Lime Juice
- 1/2 part Simple Syrup

—All ingredients to be used fresh.

Shake and strain into a margarita glass with ice.

THE BARTENDER TIP

“APPLY A LIME WEDGE TO THE RIM OF THE GLASS BEFORE DIPPING INTO SALT—THIS WILL HELP IT STICK.”

HEATHER J., SEATTLE, WA



Beam Contributions - COVID 19 & Social Injustice

Beam Suntory and Southern Glazer's

- Donate **\$1 Million** to Support Impacted Bar and Restaurant Employees

Beam Suntory and Major Brands

- Launch New Missouri Restaurant Association Workers Benefit Fund **\$100K**

Beam Suntory Canada

- Donates **\$50K** to the Bartenders Benevolent Fund and Launches 'First Shift Meals' Program

Beam Suntory Germany

- Donates **€100K** (~\$111,847 USD) to the German Red Cross' COVID-19 Emergency Fund

Beam Suntory and Maxxium Spain

- Donate a Combined **€240K** (~\$268,254 USD) to Hospitals and Nursing Homes in Spain

Beam Suntory Produces and Donates

- Hand Sanitizer and Sanitizing Alcohol in Kentucky, Illinois, Spain, Canada & UK
- 14,000 Shirts To Be Made Into Non-Sterile and Non-Branded Face Masks
- Jim Beam Augmented Reality & Restaurant Workers' Community Foundation Relief Fund (\$50K Matching Donations)

Beam Suntory Stands with the Black Community

- Financially Supporting and Donating **\$500K**
 - *National Urban League*
 - A historic civil rights organization dedicated to economic empowerment, equality, and social justice
 - NAACP Defense Educational Fund
 - A legal organization fighting for racial justice in the US
 - US Matching Gift Program
 - Matching 1 for 1 to 501c3 organizations for employees of the company



CAPABILITIES

1 Digital Content

- Digital moments and occasions
- Product content accuracy
- Rich product content and optimization
- Ratings and reviews



2 Digital Programming

- Themed solution-based landing pages
- Omnichannel Programming
- Digital product launches
- Custom product offerings



3 Digital Insights

- Extensive Spirits eCommerce consumer and shopper insights
- Digital Category Management expertise to drive eCommerce relevant business decisions



**eCommerce
Path-to-Purchase
Studies**

CORE STRATEGIES

1 Awareness

- Build shopper's awareness that they can buy spirits conveniently online
- Targeted Emails
- Banners in Relevant Categories



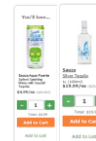
2 Premiumization

- Capitalize on eComm shopper's desire & expectation to pay more to get more
- New Product Launches
- Premium Content



3 Basket-Building

- Encourage shopper on main trip to add sprits to their basket
- Inspirational Recipe Content
- Cross-Sell Relevant Categories



CONTENT & PROGRAMMING

1 Themed Landing Pages

- Seasonally relevant, occasion focused, and updated for key moments)



2 Cocktail Solutions

- Provide solutions and inspiration for at home cocktail making
- Include recipes with ingredients to drive basket ring
- Consumers willing to pay more and appreciate additional items included



Jim Beam, Maker's Mark, Knob Creek, Basil Hayden's, Hornitos,
Tres Gen, El Tesoro, House of Suntory

KEY BRAND UPDATES



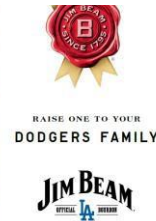
Highball

- Full Year 2021 National Program with increased priority on Highball education
- Highball serve positioned to deliver on consumer trends of sessionable and refreshing



Sports Sponsorship

- Sports is a key beer occasion, presenting opportunity to drive Jim Beam through the Highball
- Connect to a shared passion through MLB and Sports partnerships, engaging with fans via "Raise One to Your Fan Family" locally-customized programs



Jim Beam Flavors & Black

- Flavors crowd-pleasing taste profile & versatility makes it a perfect option in high-energy social situations (shot occasions)
- Flavors can flex into more casual occasions with new Flavors Highball serve, an intuitive challenger to white claw



- There is opportunity to trade up existing Beam drinkers rather than recruit new ones
- Need to define further points of differentiation for Jim Beam Black



Spark Curiosity

- **New VisID** to drive meaning & difference



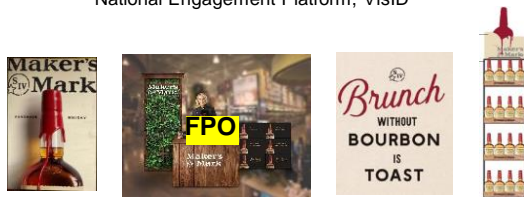
- **Make It Remarkable Campaign** will demonstrate relevance and create meaningful connections

NATIONAL



Paid Media, PR, Partnerships, Seasonal Programming, National Engagement Platform, VisID

REGIONAL



Evergreen Off/On POS, Displays, Experiential, Sampling

Strengthen Premium Equity

- **MM46 and Wood Finishing Series innovations** to halo Red Top, illustrate MM's pioneering spirit, and create new news on MM

NATIONAL



Packaging, VisID, MM46 & WFS-specific programming

REGIONAL



Innovation, VAPs, MM46-specific Displays

Sampling Support

- Order custom Maker's Mark labels or host a special Calligraphy Event



Example Label



Example Calligraphy



Sampling Poster

Basil Hayden's Rye

- New LTO: 10 Year Old Kentucky Straight Rye Whiskey.
- The mashbill features a slightly spicy, yet approachable, rye resulting in an elegantly complex taste profile and a golden honey hue. Bottled at 80 proof, this light, yet full-flavored, rye is sure to please any palate.
- **Sizes:** 750mL
- **Proof of Product:** 80pf
- **Pricing:** \$69.99



Annual Releases

Basil Hayden's Toast

This uniquely crafted, ultra-premium whiskey will be bourbon based with complexity that delivers depth of flavor yet approachable at 80 proof.

- **Launch Timing:** Soft LTO launch Q4 2021, Permanent SKU 2022
- **Sizes:** 750mL
- **Pricing:** \$49.99 – \$59.99
- **Package:** Pack will fit within bH vis ID but with a more sophisticated look & feel, and congruent with a higher \$50 to \$60 price point
- **Liquid Detail:** Bourbon-based, approachable, 80 proof



Basil Hayden's 10 YO

This special release is aged 10 years, adding complexity and deeper notes of sweet vanilla and spicy rye. The golden amber bourbon is bottled at a smooth 80 proof offering full notes of oak with a light, smoky char finish.

- **Size available:** 750mL
- **Proof of product:** 80pf
- **Price strategy:** \$69.99
- **In-Field Date:** 9/1/21 Holiday (Permanent annual release)
- **Drink Strategy:** Neat
- **Shelf Placement:** To the right of Dark Rye



Entertaining All Tastes

- **The Objective:** Drive recommendations and trial by showing older millennials that our inclusive spirit is a must-have when hosting.
- **The Opportunity:** Lean into their hosting behavior and show how easy it is to entertain different palates with a bottle of Basil Hayden's; inspire them to try a new Basil Hayden's offering "Toast"



Return of the 9 YO Age Statement

We pride ourselves on the time & effort put into bourbon making that produces our full-flavor liquid, anchored in the principles set in 1992 by Booker:

- **Age:** bourbon aged 9+ yrs for richest vanilla notes & peak of bourbon flavor
- **Proof:** distil at a lower proof and bottle at 100+ proof all in service of richer, nuanced flavor
- **Heritage:** We were founded with integrity, experience and uncompromising craftsmanship



Knob Creek Rye & Barrel

- Sharpest category growth coming from \$40+ segment, yet consumer preferences are also shifting towards quality & premiumization
- The Rye sub-category is growing faster than bourbon



Knob Creek Rye

- **Sizes:** 50mL, 375mL, 750mL, 1L, 1.75L
- **Pricing:** \$34.99 750mL (85 Index 1.75mL)
- **Proof:** 100 Proof
- A rich, distinctive flavor due to gently resting in level-four charred barrels. Rich and full flavored at 100 proof – Knob Creek® Rye represents pre-prohibition style whiskey.
- Knob Creek Rye barrel for sale on Walmart.com for consumer purchase



Full Flavor, Full Savor

- Knob Creek is creating culinary moments that are as hard earned as the whiskey itself.
- This program will illustrate the brand belief & educate around the KC liquid through flavorful parallels, expanding past grilling to other foods & cocktails.



A Shot Worth Taking

What we believe... Nothing great ever happens without taking a chance

What we say.... **✓ SHOT WORTH TAKING**

How we look... Bold, Contemporary, Premium

What we do... Make Shot Taking Possible



- 'A Fair Shot' purpose platform will fuel that shot-taking engine by providing meaningful opportunities for immigrants and the bar & restaurant community



Cinco de Mayo & DOTD

- **Strategy:** Leverage Cinco to secure Q2-Q3 & leverage DOTD to secure Q4
- **National Touchpoints:** OTT/OLV, Social, PR, Search & eCommerce flighted to amplify tactics across the plan
- **Local Touchpoints:** Thematic Display dress-up, On/Off Sampling, TSF/AFS Activation & POS giveaways



Premium

- **Brands:** Black Barrel and Cristalino
- **Objective:** Drive trial/purchase by establishing Premiums as a quality trade-up, Expand Hornitos into new, premium Turn It Up occasions



Premium VAPs to incorporate in Holiday sampling



Off-premise POS (shelf talker, hangtag, Holiday MV)

New Bottles

- The redesign represented meaningful improvements in:
 - Ease of shelf navigation
 - Increased premium cues
 - Ability to drink straight
- Green glass harkens back to the Original 1873 bottle
- Three-line icon embodies triple-distilled liquid and three generations of heritage



Bottle Necker

Updated VisID

- Off Premise Programming will leverage impactful POS to support distribution and awareness of our new VisID



POS



Education

- Evergreen portfolio program supports year-round focus on BSI Tequila portfolio (El Tesoro, Tres, & Hornitos)
- Program POS drives pull via eye-catching visuals and messaging that helps consumers find the right tequila for their tastes and needs



New Bottles

- Highlights our traditional methods and unique terroir that give El Tesoro its rich and complex flavor profile.
- Reinforces the vision of Don Felipe and the heritage of La Alteña Distillery.
- In-store it greatly improves the “findability” on the shelf with distinctly colored labels and a more visible brand name and variant.



Updated VisID

Refreshed Brand VisID highlighting the passion behind the craft will drive greater brand recognition & awareness

- Brighter, more vibrant color palette
- Artful agave photography
- Unique headline font mirrors logo
- Consistent messaging
- New distinct asset in “Art of Tequila” stamp



POS



Education

- Evergreen portfolio program supports year-round focus on BSI Tequila portfolio (El Tesoro, Tres, & Hornitos)
- Program POS drives pull via eye-catching visuals and messaging that helps consumers find the right tequila for their tastes and needs



Toki







Roku



Haku



House of Suntory Item Details

	Toki	2018 Innovation	212 → 423
	Haku	2019 Innovation	234 → 399
	Roku	2020 Innovation	218 → 462
	Hibiki Harmony (LTO)	Allocation/LTO	SWAS Store Lockboxes

HoS Case Displays

- Key time periods: June – Aug, Oct-Dec
- Fantastic results to date when HOS is displayed as portfolio:
 - **HOS velocity is up +22% in stores where HOS racks are placed**
 - Toki velocity is nearly 2x higher when Haku and Roku are also in set
 - Toki velocity is more than 3x higher when merchandised together as HoS



ROKU GIN

- 3rd largest brand in Ultra Gin Category
 - #1 ABS \$ Growth item (non-innovation)
- Total US Gin is up **+12.8%** vs. Walmart +15.5%
 - 750mL Size:
 - Total US: +20.8%
 - Walmart: +14.3%
- Ultra Gin is the fastest growing price tier, now representing nearly **25%** of the category up 9 SHR points from 4 years ago



6 UNIQUE JAPANESE BOTANICALS

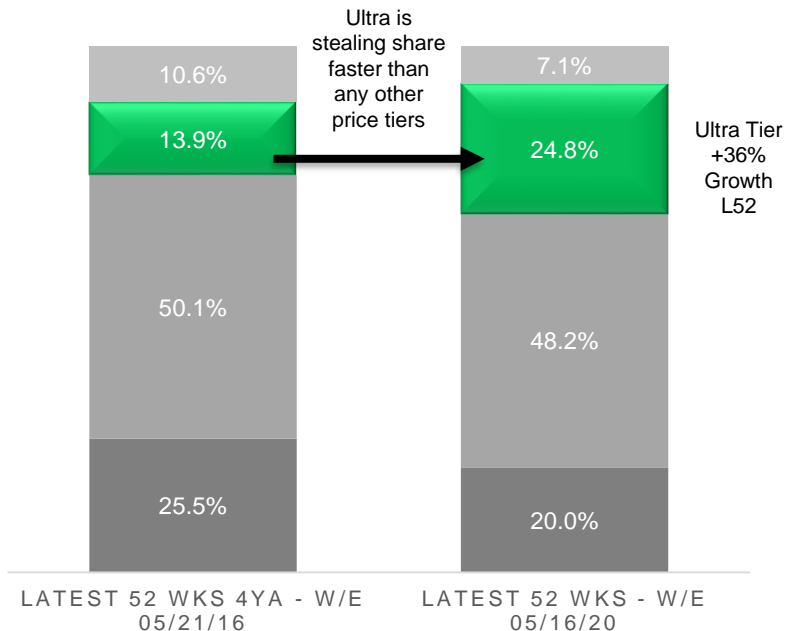


TTL US XAOC LIQ PLUS CATEGORY TRENDS

2016	2019	% Change
\$426,009,334.19	\$512,395,317.52	20.3%

TTL US XAOC LIQ PLUS \$ SHARE PRICE TIER

■ MID ■ PREMIUM ■ ULTRA ■ VALUE



Source: Nielsen Answers - MFG BevAI Suite Spirits – 05.16.20; xAOC = TTL US xAOC Liq Plus

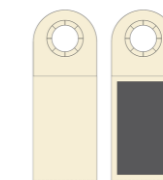
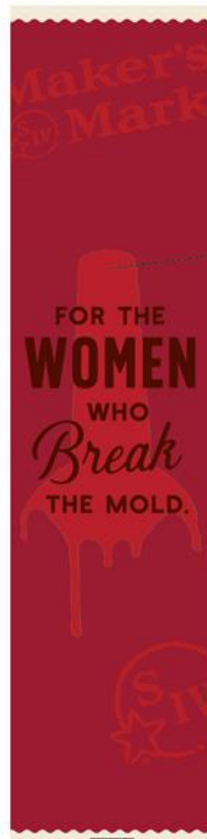
2021 FEATURE PROPOSALS

2021 National Proposals

March

Women in Whiskey 2.0

Maker's Mark
Activation: WOW/Endcap/Sidestack



Empowered by Walmart
WOMEN'S ECONOMIC EMPOWERMENT INITIATIVE

"BURN THE RECIPE..." headline will be diecut from label paper. Burn effect will be printed.

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Walmart
Save money. Live better.

2021 National Proposals

May

Cinco de Mayo

Hornitos
Activation: WOW/Endcap/Sidestack



August

Tailgating

Bourbon Portfolio
Activation: WOW/Endcap/Sidestack



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2021 SWAS Floor Display Proposals

Basil Hayden's Barrel

Basil Hayden's Original & Dark Rye
Activation: Floor Display w/ Barrel



Maker's Mark Barrel

Maker's Mark Original and 46
Activation: Floor Display w/ Barrel



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Walmart 
Save money. Live better.

2021 SWAS Endcap Proposals

Jim Beam White & Black

Jim Beam White & Jim Beam Black
Activation: SWAS endcap



Tequila Education

Hornitos, Tres Gen & El Tesoro
Activation: SWAS endcap



House of Suntory

Haku, Roku, Toki
Activation: SWAS endcap



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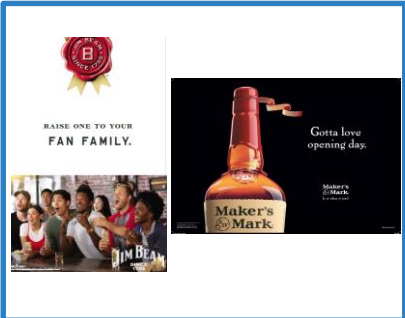
REGIONAL PROGRAMMING: SPORTS

MLB

DETROIT  JIM BEAM	ATLANTA  JIM BEAM	BOSTON  JIM BEAM HORNITOS	CHICAGO  JIM BEAM HORNITOS MAKER'S MARK EFFEN CRUZAN KNOB CREEK SAUZA	HOUSTON  JIM BEAM HORNITOS EFFEN	SAN FRANCISCO  JIM BEAM HORNITOS	LOS ANGELES  JIM BEAM	MWK  JIM BEAM	NEW YORK  JIM BEAM HORNITOS	NEW YORK  JIM BEAM	PITTSBURGH  JIM BEAM BSI RUMS	KC  JIM BEAM	SEATTLE  JIM BEAM HORNITOS	CINCY  JIM BEAM
---	--	---	--	---	--	--	---	---	---	---	---	--	--

NBA			NHL			SOCCER		HORSE RACING		NFL		MISC
MINN  JIM BEAM HORNITOS	LA  MAKERS MARK	PHOENIX  EFFEN HORNITOS JIM BEAM	PITTSBURGH  JIM BEAM	TAMPA BAY  HORNITOS DEKUYPER	MINNESOTA  WINDSOR CANADA	LOS ANGELES  HORNITOS EFFEN	BALTIMORE  DEKUYPER EFFEN IRISH WHISKIES MAKER'S MARK PINNACLE	LOUISVILLE  MAKER'S MARK	CHICAGO  JIM BEAM	BALTIMORE  CRUZAN DEKUYPER HORNITOS COURVOISIER PINNACLE	DALLAS  HORNITOS JIM BEAM MAKER'S MARK	NAT'L  JIM BEAM PREMIUMS

National



RAISE ONE TO YOUR FAN FAMILY.

Gotta love opening day.

Regional



CALIFORNIA

Baseball – March → October



RAISE ONE TO YOUR DODGERS FAMILY.

HERE'S TO THE SHOT TAKERS

FLAVOR HITS

Basketball – October → June



MAKER'S MARK

HERE'S TO... HONOR GAMES

2021 VAPS

2021 WALMART VAP IDEATION

DEKUYPER 3PK



BOURBON COUNTY 2.0



"JIM BEAM BLACK" HIGHBALL

INGREDIENTS:
1 part Jim Beam Black® Bourbon
4 parts high-quality soda water

PREPARATION:
Pack a tall glass with ice. Pour in Jim Beam Black and top with cold, premium soda water. Stir gently, garnish with an orange peel and serve.

BASIL HAYDEN'S WHISKEY SOUR

INGREDIENTS:
2 parts Basil Hayden's Bourbon
1 part simple syrup
1 part lemon juice
Marshmallows, cherry

PREPARATION:
Shake Basil Hayden's Bourbon, simple syrup and simple syrup with ice and strain into a stemmed cocktail glass. Garnish with a slice of lemon, top with a cherry and serve.

KNOB CREEK® OLD FASHIONED

INGREDIENTS:
2oz Knob Creek® Bourbon
2oz Rich Demaree or Simple Syrup (2:1)
3 dashes Angostura bitters

PREPARATION:
Combine all ingredients into mixing glass with ice. Stir 30 seconds until well chilled. Strain into rocks glass over fresh ice. Garnish with an orange peel, expressed for oils and placed in drink.

THE LAWS OF BOURBON:

Bourbon is a unique spirit, named after Bourbon County, Kentucky. In 1964, Congress recognized it as "America's Native Spirit" and set guidelines to protect it. To classify as straight bourbon, a whiskey must be:

- Made in the United States
- AGED IN NEW, CHARRED OAK BARRELS
- MIXED WITH A MAXIMUM OF 5% WATER
- DISTILLED AT 95 PROOF OR HIGHER
- CONTAINS NO OTHER THAN 51% GRAIN NEUTRAL SPIRITS
- NEUTRAL SPIRITS 51% OR HIGHER
- AGED ONE OF MORE YEARS

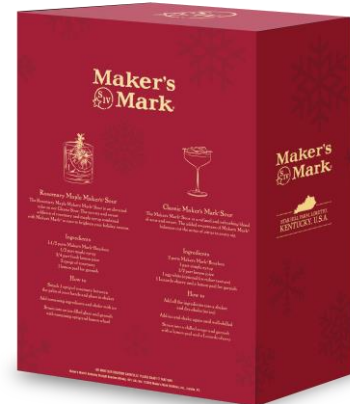
ENJOY A TRIP TO THE DISTILLERY ON US!

Get an up-close and intimate look at Jim Beam Bourbon and how it's made. Visit our popular distillery tours and use promo code **BEAMVAP** at checkout. Promotion code is good for one (1) ticket to the American Distillers Tour and tasting located in Columbus, KY and is subject to availability. Some restrictions apply. Offer expires on March 31st, 2021 or while supplies last.

DEW VAP®

Jim Beam Black® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. ©2021 James B. Beam Distilling Co., Clermont, KY. Basil Hayden's® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. ©2021 James B. Beam Distilling Co., Clermont, KY. Knob Creek® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. ©2021 Knob Creek Distilling Company, Clermont, KY. All trademarks are the property of their respective owners.

MAKERS MARK 1.75L



ALL IMAGES ARE FPO

2021 VAPs

Q2/Q3 VAPs

CANADIAN CLUB

CC 1858 1.75L w/golf ball HH



HORNITOS

Cinco de Mayo Repo/Plata 750ML-
2 Shot Glasses VAP



JIM BEAM FLAVORS

Jim Beam Flavors
10x50ml Shrink Pack



JIM BEAM WHITE

JBW 21 1.75L Americana HH



KNOB CREEK

KC Bourbon VAP
with Glassware



MAKER'S MARK

Maker's Mark 750ml Shaker VAP



MAKER'S MARK

Maker's Mark Father's Day Co-Pack



COURVOISIER

CV 21 VS 750mL + Rocks Glasses



DEKUYPER

DK Candy Cane



JIM BEAM BLACK

JBB 750mL Holiday VAP



JIM BEAM FLAVORS

Jim Beam
Flavors 4x50ml Holiday Cracker



JIM BEAM FLAVORS

Jim Beam Flavors 20x50ml MLB
Bucket - Cubs



Q4 VAPs

JIM BEAM FLAVORS

JBF Whiskies of the Season



JIM BEAM WHITE

JBW 21 Holiday VAP



MAKER'S MARK

MM 21 Holiday Glassware



MULTIBRAND

Bourbon County 375ml VAP



MAKER'S MARK

MM 21 Holiday 1.75L



FY 2022

EXPANSION / INNOVATION

Existing Item Expansion Recommendations



Item Description	2020	2021	Chg.
JIM BEAM BLACK 1.75LT	250	443	193
JIM BEAM BLACK 750ML	989	1194	205
JIM BEAM RYE 750ML	142	312	170



Item Description	2020	2021	Chg.
MAKERS MARK 1.75LT	874	955	81
MAKERS MARK CASK STRG 750ML	3	100	97



Item Description	2020	2021	Chg.
BASIL HAYDEN 1.75 LT	301	355	54
BASIL HAYDEN 750ML	1052	1144	92
BASIL HAYDEN DARK RYE 750ML	862	988	126



Item Description	2020	2021	Chg.
KNOB CREEK 1.75LT	67	238	171
KNOB CREEK 750ML	1027	1186	159
KNOB CREEK RYE 750ML	52	270	218

THE HOUSE OF SUNTORY
The Nature and Spirit of Japan

Item Description	2020	2021	Chg.
ROKU GIN 750ML	218	462	244
HAKU	234	399	165
TOKI 750ML	212	423	211



Item Description	2020	2021	Chg.
HORNITOS PLATA 1.75LT	193	508	315
HORNITOS REPOSADO 1.75LT	334	636	302
HORNITOS BLACK BARREL 750ML	213	435	222
HORNITOS CRISTALINO 750ML	129	436	307
HORNITOS ANEJO 750ML	276	568	292



Item Description	2020	2021	Chg.
TRES GENERACIONES REPOSADO 750ML	416	644	228
TRES GENERACIONES PLATA 750ML	484	688	204
TRES GENERACIONES ANEJO 750ML	164	273	109



ITEM DESCRIPTION	2020	2021	Chg.
MIDORI MELON 750ML	588	698	110



State Specific

ITEM DESCRIPTION	2020	2021	Chg.
JIM BEAM PEACH 750ML (IA)	0	60	60
JIM BEAM WHITE PET 750ML (WI)	0	76	76
GILBEY'S GIN 1.75L (WA)	0	25	25
JIM BEAM WHITE 200ML (WA)	0	30	30

Small Sizes



(50mL)



(375mL)

Knob Creek 12 YO

Tasting Notes

- **Color:** Dark amber with a touch of red
- **Aroma:** Heavy toffee with charred undertones, matured tobacco, toasted coconut and dark chocolate
- **Taste:** Bold and spicy overtones, leathery fruits, vanilla and caramelized wood
- **Finish:** Warm smoky char notes remain with lingering heat

Key Selling Details

- The 12-year age statement will drive buzz and quality credentials that halo back to the base range
- Knob Creek 12 Year Old won “Best Bourbon” and a Double-Gold Medal at the 2019 Las Vegas Global Spirits Awards
- Knob Creek is a key driver of growth in the Super-Premium Whiskey category – the brand has more than doubled its growth rate year-on-year*

Key Details

- **Sizes:** 750mL
- **Pricing:** \$59.99
- **Proof:** 100
- **Date:** 10/1/19 for regional launch; 3/1/20 for national launch
- **UPC/SCC:** 080686016687 / 10080686016684 (current pack – new pack TBD)



Pinnacle “Better for You” Flavor Variants

Objectives

- Pinnacle “Better For You” aims to reclaim category share & recruit new consumers by creating more “on trend” variants

Role within Family and Portfolio

- Family- move flavors from sweet and confectionary, to more healthful and on-trend
- Portfolio- regain share of flavored vodka, supporting overall vodka efforts

The Idea/Concept

- Leveraging “Better For You” trend Pinnacle will lean into “healthful halo” flavor combinations (**Guava Lime** and **Apricot Honeysuckle**) while adding “Better For You” claims; e.g. under 75 calories per serving, no sugar, and natural flavors.

Target Consumer

- 50% M/ 50% F, 25-35
- Existing trend-seeking flavored spirits consumers who are looking for “better for you” options to fit into their active lifestyle.

Key Details

- **Launch Timing:** 3/1/2021
- **Sizes:** 50mL, 750mL, 1.75L
- **Pricing:** \$9.99 SRP (\$1 below Smirnoff Infusions)
- **Package & Liquid details:** Pinnacle Guava Lime, Pinnacle Apricot Honeysuckle

Launch Programming & POS

- **Media:** N/A
- **POS:** Shelf talkers, print on demand
- **Drink Strategy:** + soda water, fruit garnish



Pack/Label FPO

The Idea/Concept

- A Peanut Butter Whiskey meant to be a direct challenger to Skrewball as it creates demand for a playful Peanut Butter Whiskey with the “Turn It Up” consumer
- The taste profile is true to the aroma of smooth peanut butter and sweet chocolate, with a lingering sweetness of butterscotch & roasted peanuts

Key Selling Points

- Flavored whiskey is growing +14.31% & driving the whiskey category growth¹
- The Shooter category is outpacing total spirits by +2.7%²
- Flavored whiskeys are complementary to unflavored whiskeys – 45% of whiskey drinkers drink BOTH flavored and unflavored whiskeys³
- SQRRL is peanut-allergen free

Tasting Notes

- COLOR: Amber with golden hues
- AROMA: Freshly roasted peanuts balanced by chocolate & butterscotch
- TASTE: True to aroma of smooth peanut butter and sweet chocolate
- FINISH: Lingering sweetness of butterscotch & roasted peanuts

Key Details

- Launch Timing: 6/1/2020
- Sizes: 750ml, 1L, 50ml
- Pricing: \$.99 - 50mL 750mL & 1L should be \$5 below Screwball in local markets (minimum \$19.99 for 750mL)
- Proof: 70 Proof



Basil Hayden's Toast

BASIL  HAYDEN®

Objectives

- Develop and launch a new permanent Ultra-Premium whiskey SKU for Basil Hayden's to drive overall volume in the \$50 - \$60 price segment

Role within Family and Portfolio

- This SKU will invite **trade over** from other Ultra-Premium bourbons (primary focus) while also inviting trial from Basil Hayden drinkers (secondary focus).

The Idea/Concept

- This uniquely crafted, ultra-premium whiskey will be bourbon based with complexity that delivers depth of flavor yet approachable at 80 proof.

Target Consumer

- **Openminded Whiskey Enthusiasts/Aficionados:** Continually in pursuit/exploration of new Whiskey experiences, they are now investing more energy, time, and money in the category. They drink American whiskey at least 1x per week and have huge brand repertoires & are highly promiscuous, they seek out higher-end whiskey brand with complex flavor offerings

Key Details

- **Launch Timing:** Soft LTO launch Q4 2021, Permanent SKU 2022
- **Sizes:** 750mL
- **Pricing:** \$49.99 – \$59.99
- **Package:** Pack will fit within BH Vis ID but with a more sophisticated look & feel, and congruent with a higher \$50 to \$60 price point
- **Liquid Detail:** Bourbon-based, approachable, 80 proof

Launch Programming & POS

- **Programming:** Hero SKU of Entertaining All Tastes program
- **Media:** Print, PR, paid social, SEO & SEM
- **POS:** Print materials, possible display piece, integration into sampling program
- **Drink Strategy:** Neat, on the rocks, or with a drop of water





JB Ginger & JB Cola RTD Restage

The Idea/Concept

- Restage product offering via updated pack to better align to updated Vis-ID and category norms
 - Packaging updates: Slim can (aligned to category), more eye-catching, modern design that cues refreshment and better articulates Highball proposition (specifically ginger ale) to capitalize on JBW drink strategy
 - New pack format aligned to category (4-pack at \$9.99) allows us to take price increase, drive margin improvement (shifting away from 6-pack at \$9.99)

Objectives

- Capture incremental volume behind high-potential RTD category
- Drive Jim Beam's Highball/Refreshment strategy with easy-to-drink flavor offerings
- Ginger Highball offering should be lead priority (vs. Cola) and support JBW Highball strategy

Role within Family and Portfolio

- Increase JB portfolio share, drive penetration and bring Jim Beam brand into new refreshment & convenient occasions

Target Consumer

- Masterbrand target consumer, 'The Everyman': a millennial grounded in authenticity, a reliable, quietly confident solid citizen, and loving friend

Key Details

- Launch Timing: 6/1/2021 (in-field), national launch
- Size: 355ml (12 oz)
- Proof of Product: 10 proof (5% ABV)
- Pricing: \$9.99 SRP per 4-pack
- Package: Tall, slim aluminum can aligned to Hard Seltzer category
- Shelf-life: 12 months



Launch Support

- \$1MM to deliver enhanced POS



Bourbon Cream Seasonal LTO

The Idea/Concept

- JB Bourbon Cream is a special release for the holiday season, available in August 2021 and off shelf by end of Q4
- Well-balanced blend of sweet, velvety cream with complex notes of Bourbon oak, vanilla & caramel

Objectives

- Drive penetration of high-potential seasonal category to capture incremental volume
- Leverage LTO to drive JBW display in Q4
- Build Masterbrand relevancy via inclusion of JB at Holiday gatherings

Role within Family and Portfolio

- Drive penetration by bringing new consumers into the JB portfolio via unique cream offering

Target Consumer

- Masterbrand target consumer, 'The Everyman': a millennial grounded in authenticity, a reliable, quietly confident solid citizen, and loving friend

Key Details

- Launch Timing: 8/1/2021 (in-field)
- Size: 750ml
- Pricing: TBD, exploring ways to premiumize and upcharge offering vs JBW
- Package: Not yet final, but will likely be offered in dark glass similar to category norm
- Shelf-life: 12 months, given rapid flavor degradation of cream-based offerings
- Drink Strategy: TBD, exploring both Seasonal and non-Seasonal options, including White Russian, Bourbon Peppermint Cream and Berries & Bourbon Cream

Basil Hayden's 10 YO

BASIL  HAYDEN®

The Idea/Concept

- Building on the success of Basil Hayden's distinctly spicy yet smooth taste profile, we will continue to explore and innovate around the high rye bourbon recipe that makes Basil Hayden's Bourbon so unique.
- **This special release is aged 10 years, adding complexity and deeper notes of sweet vanilla and spicy rye.** The golden amber bourbon is bottled at a smooth 80 proof offering full notes of oak with a light, smoky char finish.

Key Selling Points

- Higher proof, 10 YR age statement
- **Strong Demand** – shipped nearly all 2018 volume in first two months
- Opportunity to capitalize on strong current Basil growth trends (+4X American Whiskey category growth rates)
- Many competitors offer a 10 year ultra premium American Whiskey (High West, Pappy, Eagle Rare, Russel Reserve, Whistle Pig, etc.)

Product Details & Timing

- **Size available:** 750mL
- **Proof of product:** 80pf
- **Price strategy:** \$69.99
- **In-Field Date:** 9/1/21 Holiday (Permanent annual release)
- **Volume:** TBD
- **National or Regional Launch:** National, allocated
- **Drink Strategy:** Neat
- **Shelf Placement:** To the right of Dark Rye

Launch Programming & POS

- **Media:** Media and influencer PR
- **POS:** Print materials, integration into sampling program
- **Drink Strategy:** Neat, on the rocks, or with a drop of water



Knob Creek 15 YO

Objectives

- Drive holiday display during the highest volume period (Q4)
- Leverage as shiny new object to drive menu placements in the ONP

Role within Family and Portfolio

- LTOs drive buzz, elevate quality credentials and support base portfolio
- LTOs drive value growth and incremental sales

The Idea/Concept

- Knob Creek will re-offer a 15 year LTO to showcase the brands commitment to premium, age statement products. This limited release of Kentucky Straight Bourbon Whiskey showcases fuller flavors of oak, caramel and vanilla.

Target Consumer

- 35-49 year old whiskey enthusiasts who appreciate the time-honored traditions of American whiskey

Key Details

- **Launch Timing:** 9/1
- **Sizes:** 750mL
- **Pricing:** \$99.99
- **Package details:** featured in new glassware w/ a premium box

Launch Programming & POS

- **Program:** Holiday-specific program rallied around Limited Release extension - 'Savor the Season'
- **Media:** PR Support & Social Media that halos portfolio
- **POS:** Drive Q4 Display, Brandmuscle, Print-On-Demand
- **Drink Strategy:** Neat, On the Rocks



2021 release will be in new glassware & new box to complement



Maker's Mark Wood Finishing Series

Objectives

- Utilize the Wood Finishing Series to generate new news and halo equity and premium credentials back to Masterbrand

Role within Family and Portfolio

- Showcase our pioneering spirit and craftsmanship by unlocking new flavors from wood to halo back to M46 and core Masterbrand

The Idea/Concept

- Our WFS was created to explore new, unique expressions of our signature whisky, intensifying different flavors
- We partner with ISC to develop finishing staves that enhance, amplify and unlock current and new flavors from our classic bourbon
- Same process as M46 (10 staves aged for additional 9 weeks, full proof, in our private limestone cellar) to halo and tell the M46 story

Target Consumer

- Bartenders and Whisky Connoisseurs looking for special, rare whisky

Key Details

- Launch Timing:** 8/1/2021 infield
- Sizes:** 750ml
- Pricing:** \$59.99
- Package & Liquid details:** WFS pack, unique stave(s), bottled at cask strength (~108-114 Proof TBD)

Launch Programming & POS

- Media:** PR, Social, Ambassador outreach
- POS:** Diplomat tools and BSI & Distributor sales samples
- Drink Strategy:** Neat or OTR





THANK YOU!

Beam Suntory FY202

NEW ITEM PROPOSALS

Knob Creek 12 YO

ITEM DESCRIPTION	Knob Creek 12 YO
SUPPLIER	Beam Suntory
SUB-CATEGORY	Bourbon
UNIT SIZE	750mL
PACK SIZE (VNP/WHPK)	6 bottles/case
FIRST AVAILABLE SHIP DATE	2/11/2020
ABV % / Proof	100 Proof
AVG Retail	\$59.97
Proj. U/S/W	1.0
RECOMMENDED SHELF PLACEMENT	Super Premium Bourbon

STATE	CONFIRMED DISTRIBUTOR
AK	SGWS
AZ	SGWS
CA	SGWS
FL	SGWS
HI	SGWS
IA	State of IA – SGWS
IL	SGWS
IN	SGWS
KY	SGWS
LA	SGWS
ME	Pine State Trading – SGWS
MI	State of Michigan – SGWS
MN	SGWS
MO	Major Brands
ND	SGWS
NE	SGWS
NM	SGWS
NV	Breakthru Beverage
OH	SGWS
SD	SGWS
WA	SGWS
WI	Badger, Franks
WV	State of WV
WY	State of WY

UPC and BOTTLE IMAGE



****States without a confirmed distributor will NOT get PODs

PINNACLE GUAVA LIME

ITEM DESCRIPTION	Pinnacle Guava Lime
SUPPLIER	Beam Suntory
SUB-CATEGORY	Vodka
UNIT SIZE	750mL
PACK SIZE (VNPk/WHPK)	6 bottles/case
FIRST AVAILABLE SHIP DATE	
ABV % / Proof	70 Proof
AVG Retail	\$9.99
Proj. U/S/W	1.0
RECOMMENDED SHELF PLACEMENT	Next to Pinnacle Base/Flavor Vodka Section

UPC and BOTTLE IMAGE

UPC TBD



STATE	CONFIRMED DISTRIBUTOR
AK	SGWS
AZ	SGWS
CA	SGWS
FL	SGWS
HI	SGWS
IA	State of IA – SGWS
IL	SGWS
IN	SGWS
KY	SGWS
LA	SGWS
ME	Pine State Trading – SGWS
MI	State of Michigan – SGWS
MN	SGWS
MO	Major Brands
ND	SGWS
NE	SGWS
NM	SGWS
NV	Breakthru Beverage
OH	SGWS
SD	SGWS
WA	SGWS
WI	Badger, Franks
WV	State of WV
WY	State of WY

****States without a confirmed distributor will NOT get PODs

PINNACLE APRICOT HONEYSUCKLE

ITEM DESCRIPTION	Pinnacle Apricot Honeysuckle
SUPPLIER	Beam Suntory
SUB-CATEGORY	Vodka
UNIT SIZE	750mL
PACK SIZE (VNPk/WHPK)	6 bottles/case
FIRST AVAILABLE SHIP DATE	
ABV % / Proof	70 Proof
AVG Retail	\$9.99
Proj. U/S/W	1.0
RECOMMENDED SHELF PLACEMENT	Next to Pinnacle Base/Flavor Vodka Section

STATE	CONFIRMED DISTRIBUTOR
AK	SGWS
AZ	SGWS
CA	SGWS
FL	SGWS
HI	SGWS
IA	State of IA – SGWS
IL	SGWS
IN	SGWS
KY	SGWS
LA	SGWS
ME	Pine State Trading – SGWS
MI	State of Michigan – SGWS
MN	SGWS
MO	Major Brands
ND	SGWS
NE	SGWS
NM	SGWS
NV	Breakthru Beverage
OH	SGWS
SD	SGWS
WA	SGWS
WI	Badger, Franks
WV	State of WV
WY	State of WY

UPC and BOTTLE IMAGE

UPC TBD

IMAGE OF HONEYSUCKLE?

DO WE NEED BOTH?

******States without a confirmed distributor will NOT get PODs**

SQRRL

ITEM DESCRIPTION	SQRRL Peanut Butter Whiskey
SUPPLIER	Beam Suntory
SUB-CATEGORY	Whiskey
UNIT SIZE	750mL
PACK SIZE (VNP/WHPK)	12 bottles/case
FIRST AVAILABLE SHIP DATE	5/22/20
ABV % / Proof	70 Proof
AVG Retail	\$19.99
Proj. U/S/W	1.0
RECOMMENDED SHELF PLACEMENT	Flavored Whiskey Section

UPC and BOTTLE IMAGE

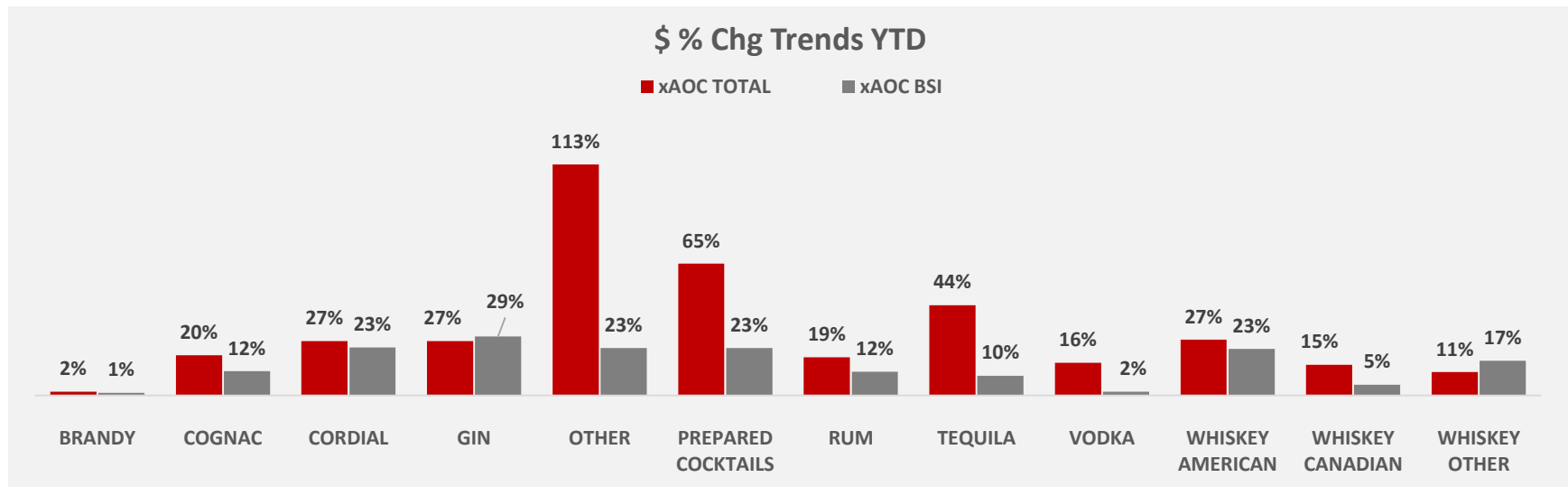
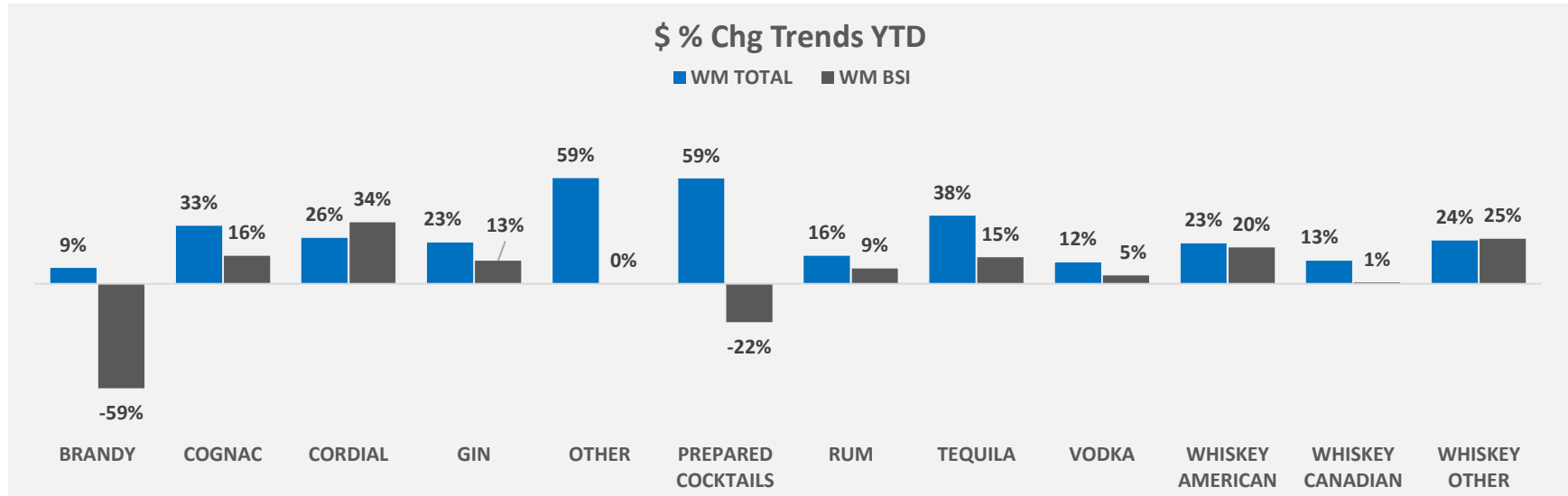


STATE	CONFIRMED DISTRIBUTOR
AK	SGWS
AZ	SGWS
CA	SGWS
FL	SGWS
HI	SGWS
IA	State of IA – SGWS
IL	SGWS
IN	SGWS
KY	SGWS
LA	SGWS
ME	Pine State Trading – SGWS
MI	State of Michigan – SGWS
MN	SGWS
MO	Major Brands
ND	SGWS
NE	SGWS
NM	SGWS
NV	Breakthru Beverage
OH	SGWS
SD	SGWS
WA	SGWS
WI	Badger, Franks
WV	State of WV
WY	State of WY

******States without a confirmed distributor will NOT get PODs**

APPENDIX

Category Performance – Comparison YTD



Source: Nielsen Answers - MFG BevAI Suite Spirits – 05.16.20; xAOC = TTL US xAOC Liq Plus

Existing Item Expansion Recommendations – Dark / Small Sizes

ITEM DESCRIPTION	PODS	AK	AZ	CA	FL	HI	IA	IL	IN	KY	LA	MA	ME	MI	MN	MO	ND	NE	NM	NV	SD	WA	WI	WV	WY	Total	POD Adds
BASIL HAYDEN 1.75 LT	2020	3	11	5	66		9	14	21	13	31	1	2	19	10	36	8	8	15	7	6	11		1	4	301	
	2021	3	15	17	66		15	20	30	13	31	1	2	19	10	40	8	8	15	9	6	12	14	1	0	355	54
BASIL HAYDEN DARK RYE 750ML	2020	4	33	88	129		31	70	73	14	66	1	7	50	15	91	9	26	31	29	12	32	44	3	4	862	
	2021	4	50	110	140	3	31	90	80	15	75	1	7	65	15	95	9	30	31	29	12	34	55	3	4	988	126
BASIL HAYDEN 750ML	2020	6	48	152	143	3	42	104	84	15	79	1	7	50	14	95	9	33	34	33	10	34	49	3	4	1,052	
	2021	6	60	160	143	3	42	110	90	15	85	1	7	70	15	105	9	33	34	33	12	34	70	3	4	1,144	92
JIM BEAM BLACK 1.75LT	2020	3	2		108		1	1		15				1	7	101	2	3			6					250	
	2021	1	24	17	108		6	28	26	15	30	0	0	21	8	101	2	9	12	9	4	8	12	1	1	443	193
KNOB CREEK 1.75LT	2020	1			36			1		14				1	5	8				1						67	
	2021	1	14	32	36		5	5	19	14	20			25	10	26		5			1		10	15		238	171
KNOB CREEK 750ML	2020	6	57	107	143		26	120	95	15	98	1	7	70	14	99	6	33	30	27	8	29	29	3	4	1,027	
	2021	6	70	160	143		26	126	95	15	98	1	7	73	18	132	9	33	31	27	8	30	70	3	5	1,186	159
JIM BEAM BLACK 750ML	2020	6	74	69	143		19	91	79	15	93	1	7	71	15	132	9	28	31	27	12	30	30	3	4	989	
	2021	6	90	165	143		40	100	85	15	93	1	7	73	18	133	9	28	31	34	12	33	70	3	5	1,194	205
JIM BEAM RYE 750ML	2020	1			61			7	4	8				23		27			5					3	3	142	
	2021	1	18	25	75		10	22	22	13				40		40			10				30	3	3	312	170
KNOB CREEK RYE 750ML	2020		1	2	29			3		11						1		1		1		2	1			52	
	2021		20	60	42			28		15		1	2	15		26	3	12		1		10	30	1	4	270	218
MAKERS MARK 1.75LT	2020	6	42	58	142		19	72	78	15	110	1	4	73	8	103	9	17	35	16	4	30	25	3	4	874	
	2021	6	60	75	142		19	72	78	15	110	1	4	73	12	103	9	22	35	16	6	30	60	3	4	955	81

Existing Item Expansion Recommendations – Light

ITEM DESCRIPTION	PODS	AK	AZ	CA	FL	HI	IA	IL	IN	KY	LA	MA	ME	MI	MN	MO	ND	NE	NM	NV	OH	SD	WA	WI	WV	WY	Total	POD Adds
HORNIOS PLATA 1.75LT	2020		1	51	81			2					2	1	9	10			31	1				3		1	193	
	2021	2	60	75	100	3	11	50	15	2	40		2	20	9	24	2	8	31	10		2	25	16		1	508	315
HORNIOS REPOSADO 1.75LT	2020		74	72	78			2					2	1	7	9			31	17			31	9		1	334	
	2021	2	74	100	125	3	13	55	20	3	56		2	20	9	22	2	8	31	17		3	45	25		1	636	302
HORNIOS BLACK BARREL 750ML	2020	6	10	62				43		11	34					9		2	13				23				213	
	2021	6	46	109	57			43	10	11	34			20	6	12		8	16	12		4	29	12			435	222
HORNIOS CRISTALINO 750ML	2020	5	10	57				16			30					7		2	2								129	
	2021	5	46	109	57			51	10	9	30			20	6	12		8	16	12		4	29	12			436	307
HORNIOS ANEJO 750ML	2020			65	71			50			31			2	8	15	5		29								276	
	2021	2	46	109	71	4	27	51	10	9	36			38	8	20	5	20	29	21		4	31	25		2	568	292
TRES GENERACIONES REPO 750ML	2020	6	22	60	139		15	27		9	36			2		8	9	41	7	18			17				416	
	2021	6	46	109	139	4	27	51	10	9	36			38	7	15	9	41	16	21		4	31	25			644	228
TRES GENERACIONES PLATA 750ML	2020	6	25	54	139		16	31		9	60			2		18	9	41	7	32			35				484	
	2021	6	46	109	139	4	27	51	10	9	60			38	7	20	9	41	16	32		4	35	25			688	204
TRES GENERACIONES ANEJO 750ML	2020	5	6	6	52			27		8	20			2		6	7	5	5	6			9				164	
	2021	5	15	36	80		12	27		8	20			10		6	7	12	10	10			15				273	109
ROKU GIN 750ML	2020		54	18	49									62		2			9				24				218	
	2021		75	120	110			25						62	5	20			15				30				462	244
HAKU	2020			29	118			15						52		4			2	1			13				234	
	2021		45	106	118			25						52	2	15			12	8			16				399	165
TOKI 750ML	2020		43	106	3		1	4						2	1	4		3	1	1			40	3			212	
	2021		45	106	100		1	25						52	2	15		12	12	8			40	5			423	211
MIDORI MELON 750ML	2020		14	187	113		10	16	3	6	24			28	5	30	4	6	6	12	113	1	6	2	2		588	
	2021		25	187	140		15	30	15	11	24			28	9	30	4	20	12	12	113	4	15	2	2		698	110

Regional Programming Opportunities

Sports



Mardi Gras



Americana



Summer



Regional Programming Opportunities

Bourbon & BBQ



Summer Backyard Games



Olympics



Bourbon County 2.0



Regional Programming Opportunities

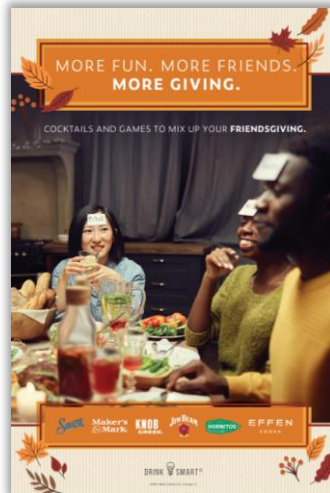
Halloween



Day of the Dead



Friendsgiving



Holiday



Regional Programming Opportunities

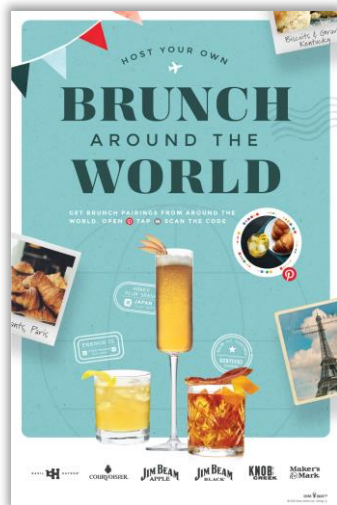
Gifting



JB Highball



Brunch



Smash



Regional Programming Opportunities

Home Bar



Golf

