

FATHER'S DAY

JUNE 18TH

BRANDS

- Maker's Mark, Basil Hayden, Knob Creek, and Jim Beam Premiums

OF STORES

- 10 (MO)

OVERVIEW

- Sampling/Activation
- Branded Golf Ball Giveaway
- Branded Golf Towel Giveaway
- Dealer Loaders 1 for all 10 stores

- Please ensure store activation is Friday/Saturday/Sunday (3 hour windows)

- Any earlier and the promotion loses luster



PRINT POS



500 GOLF TOWELS
(KC, MM, BH BRANDED)



DIGITAL ASSETS



DEMO CART CREATIVE



DEMO CARTS (6)



MAKER'S MARK NEXGRILLS
QTY: 10

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HOW

- Dierbergs had a transition of buyers in March 2023. In our first meeting we setup a presentation around a Knob Creek Selection. We presented a program surrounding Premium + Bourbons and Grilling. This allowed the buyer and stores to purchase and hold product that suits their needs across all our portfolio. This was the first time in years as a supplier we sat face to face with the buying team at Dierbergs, a big win.

BRANDS

- Maker's Mark, Basil Hayden, Knob Creek, and Jim Beam Premiums (All UPCs approved sent to buyer to select)

OVERVIEW

- Sampling/Activation – Father's Day Weekend
- Branded Golf Ball Giveaway
- Branded Golf Towel Giveaway
- Dealer Loaders 1 grill for all 10 stores
- 25 case minimum requirement per store selected

RECAP (DATA)

- Dierbergs has been struggling for years on end with slowing sales due to buyer limiting innovation, this was a potential to prove ourselves and we knocked it out of the park
- On the 3 main brands (Basil, Makers, Knob) we were up a staggering **+36.4%** in our display stores through Dierbergs SCAN data!
- Non-Display stores were up +1.6% vs LY
- 10 display stores sold more than the other 17 stores in the chain combined (\$16,390 vs \$13,502) in June for our focus brands
- Already presenting a program for September Bourbon Month due to the success of this program



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STORE LIST

Blake Lance Suggestions	
STORE LIST SUGGESTION	
TDL7887182 - DIERBERGS #26, LAKE SAINT LOUIS, MO	
TDL7021295 - DIERBERGS #11, SAINT LOUIS, MO	
TDL0351616 - DIERBERGS #12, CHESTERFIELD, MO	
TDL0402826 - DIERBERGS #13, SAINT LOUIS, MO	
TDL0658813 - DIERBERGS #16, SAINT CHARLES, MO	
TDL1796331 - DIERBERGS #21, WILDWOOD, MO	
TDL1981855 - DIERBERGS #23, WENTZVILLE, MO	
TDL0087917 - DIERBERGS #1, SAINT LOUIS, MO	
TDL1605943 - DIERBERGS #19, SAINT LOUIS, MO	
TDL0577988 - DIERBERGS #3, SAINT LOUIS, MO	

SKU LIST APPROVED

Jim Beam Premiums	
1	Jim Beam Black
2	Jim Beam Double Oak
3	Jim Beam Devils Cut
Maker's Mark	
1	Maker's Mark Classic
2	Maker's 46
3	Maker's 101
4	Maker's Cask Strength
5	Maker's Mark Wood Finishing Series
Knob Creek	
1	Knob Creek 9 year
2	Knob Creek Rye
3	Knob Creek Single Barrel Reserve
4	Knob Creek Single Barrel Private Selection
5	Knob Creek 12 year
6	Knob Creek Maple
Basil Hayden	
1	Basil Hayden
2	Basil Hayden Dark Rye
3	Basil Hayden Toast
4	Basil Hayden Sherry Wine Cask