

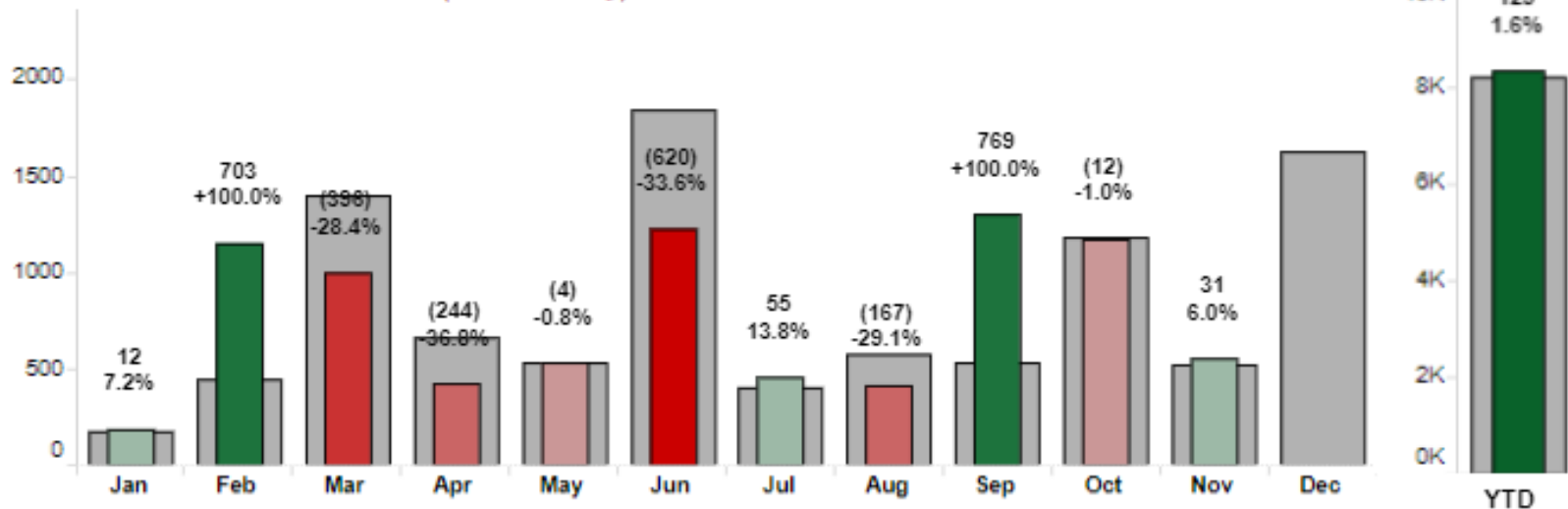


BSI 2022 Planning Kentucky

[Cox/Evergreen]

Beam SUNTORY

Retail Vol (9L RTD Adj) Δ LY (labels show Δ by value & %) (click to filter)



Brands	Sizes	Account Name	State	Value	% Δ
JIM BEAM FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	418	12.9%
BASIL HAYDEN FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	213	99.7%
MAKERS MARK FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	152	12.3%
ON THE ROCKS FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	60	+100.0%
HORNITOS FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	28	21.4%
COURVOISIER FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	(91)	-57.2%
CRUZAN FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	(97)	-21.7%
PINNACLE FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	(105)	-23.5%
DEKUYPER FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	(131)	-22.5%
KNOB CREEK FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET	KENTUCKY	(201)	-41.7%

Top 5
Bottom 5
Brand
Families in
2021

HOW WILL WE WIN IN 2022

Jim Beam



Maker's



Super Premium Bourbon



Prem+ Tequila



HoS



RTD's



BARREL SELECTIONS

KEY 2022 CALLOUTS



PROGRAM BASICS

- NEW BOTTLE RELEASED 2021
- DISTILLERY IS BACK OPEN FOR SELECTIONS!
- TRIP, TOUR, LUNCH ON SITE
- OPEN: WEDNESDAY-FRIDAY EVERY WEEK
- TUESDAYS ARE OPEN, BUT NO TOUR OR LUNCH
- BOTTLE COST: \$48

SELECTION PROCESS OPTIONS

- 1) DISTILLER'S CHOICE
- 2) SELECTION KITS
- 3) TRIP AND TOUR EXPERIENCE



A NOTE ON COVID-19: While every effort has been made to create a successful program for 2022, we cannot prepare for every situation. Each state also has individual needs and issues that change regularly. Please check with local travel guidelines, [ky covid19.ky.gov](https://www.ky.gov/covid19), and BSI policy/your manager before making changes, traveling, etc.



KEY 2022 CALLOUTS

PROGRAM BASICS

- NEW STAVE INTRODUCED FEB 2021 MENDIANT
- NEW TASTING ROOM OPEN FEB 2021
 - THIS WILL BE FOR **REPEAT CUSTOMERS** TO GIVE A NEW EXPERIENCE
- MOCHA STAVE BEING REPLACED
 - WILL BE AVAILABLE TO CUSTOMERS WHO HAD ORDERED A RECIPE WITH IT PRIOR TO FEBRUARY 2022
- LUNCH AND TRANSPORT PROVIDED BY MAKER'S MARK

Baked American Pure 2
Sweet Brown Vanilla
Bright Fruit
Brown Spice



Mendiant



Seared French Cuvée
Creamy
Honey
Roasted/Toasted



Roasted French Mocha
Smoky
Dark Fruit
Cacao



Maker's 46®
Dried Fruit
Baking Spices
Caramel



Toasted French Spice
Alpe Fruit
Pipe Tobacco
Spice



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**MAKERS
PRIVATE SELECT**



**KNOB CREEK
SINGLE BARREL**



**KNOB CREEK
RYE SINGLE
BARREL**

	MAKERS PRIVATE SELECT	KNOB CREEK SINGLE BARREL	KNOB CREEK RYE SINGLE BARREL
TOTAL	0	0	0
JANUARY	0	0	0
FEBRUARY	0	0	0
MARCH	0	0	0
APRIL	0	0	0
MAY	0	0	0
JUNE	0	0	0
JULY	0	0	0
AUGUST	0	0	0
SEPTEMBER	0	0	0
OCTOBER	0	0	0
NOVEMBER	0	0	0
DECEMBER	0	0	0



INNOVATION

CHANGE...but why?



Through research & empirical evidence, we identified key opportunities to improve the 46 bottle and clarify the proposition

KEY areas of focus HOW we went about it WHAT research showed

- 1 Disconnected to Masterbrand
- 2 Lack of clarity around taste
- 3 Consumer confusion around name and difference from Classic



- 1 **Benefits from Iconic Bottle**
The move to our iconic bottle was easier for consumers to identify on shelf during research testing, while the new look maintains the same premium perception level vs. current packaging. Due to prominence of '46', research confirms there is limited confusion among current drinkers that the liquid is changing
- 2 **Clear Taste Expectation**
Research showed "French Oaked" on new label drove greater clarity and taste payoff for consumers. The name conveys 'woody, oaky, rich, full-bodied'
- 3 **Greater Storytelling**
New packaging further defines "46" as Bill's Recipe and details the story of our unique process and Bill's legacy on the wings of the parchment label, which made the product feel more personal



Maker's 46 Relaunch



- 2 Bottles just like 2021 however this year we will release together
- There are no names released yet
- **2022 EXPECTATION**
 - Release of both expected to happen in September
 - This will allow customers to purchase at same time
 - Encourage customers to try the difference in liquid side by side

UPDATED PACKAGING



Product Description & Images

DESCRIPTION

- As we've established Jim Beam as the "The Welcoming Spirit" with core values of inclusivity and ensuring people feel as if they belong, we must ensure our packaging is clearly reflective and embodies our refined positioning.
- The packaging update will affect the label and closure artwork design only, no impact to glass structure.
- Jim Beam White packaging design will kick off upcoming packaging updates across the portfolio, including Flavors & Premiums (timing to follow)

TIMING

- Estimated Shipment Date(s): Q4 2022 (exact timing TBC)
- In-field / Launch Date(s): Q4 2022 (exact timing TBC)

AVAILABLE SIZE OFFERINGS

- All currently offered sizes will transition to the new packaging design, though in-field timing will likely be staggered with priority variants (750ml, 1.75L) launching in Q4 2022. Exact timing for all sizes to come in a subsequent update

KEY ITEM INFORMATION

- No change to current pricing strategy
- 40% ABV | 80 Proof
- Q4 2022

Product Images



Product Description & Images

DESCRIPTION

- This special LTO utilizes Basil Hayden's high rye bourbon mashbill and is secondary aged in Hickory Smoked barrels for 6 weeks. This secondary aging process imparts notes of subtle smoke complimented by soft char & maple sweetness.

OBJECTIVE

- Increase BSI's share within the Ultra-Premium American Whiskey segment in the key \$40-\$60 price tier
- Invite trade over from other Ultra-Premium bourbons while also inviting trial from current Basil Hayden drinkers

KEY ITEM INFORMATION

- Liquid: Basil Hayden high rye bourbon is secondary finished in Hickory Smoked barrels. First, the secondary barrel is toasted and lightly charred. Smoke is produced by a machine that delicately ignites the hickory smoked chips at a constant feed and that smoke is pumped into the barrel for added flavor.
- Proof: 40% ABV, 80 proof
- Launch Sizes: 750ml
- Price: \$49.99
- In-Field: 4/1/22

Product Images



Product Description & Images

IDEA/CONCEPT

- Introducing Truly Vodka: Everything you love about Truly Hard Seltzer distilled into a Vodka.
- Truly Vodka is made from cane sugar, just as its seltzer, with the flavors infused with 5% real fruit juices and natural flavors to deliver a refreshing, dynamic drinking experience. And at only 100 calories per serving, consumers won't have to sacrifice calories for a flavor-packed vodka. These offerings will disrupt the vodka category pulling new drinkers into the Truly franchise though awareness and expanded drinking occasions.

TARGET CUSTOMER

- The Truly Vodka consumer target will be the 'explorers', consistent with the TRULY trademark. These consumers are all about variety and discovery. They believe life is full of flavor and they want to fearlessly, fully explore it.

KEY DETAILS

- Launch Timing (In-Field): 3/1/22
- Samples: Available 11/1/21
- Sizes: 50ml, 375ml, 750ml, 1L
- Pricing: parity to Deep Eddy (\$16.99)
- Liquid Detail: 30% ABV/60 Proof
- Drink Strategy: Truly Flavored Vodka mixes great in simple plus-1s. Signature serves that highlight the individual flavors are being created.

Product Images



Product Description & Images

The Jim Beam brand will be offering a Bourbon Cream as a special release for the holiday season in 2022 (fully on shelves by September). This offering will be a well-balanced blend of sweet, velvety cream with complex notes of Bourbon oak, vanilla and caramel.

DESCRIPTION

- Drive penetration of high-potential seasonal category to capture incremental volume
- Build Masterbrand relevancy via inclusion of JB at Holiday gatherings
- Drink Occasion: Hanging out with a small group of friends/family - looking to enjoy the moment and have fun with no pressure or stress. (Attending a casual get-together at a friend's house)

Launch Timing (In-Field): 8/1/22

- Sizes: 750ml
- Pricing: \$19.99

Package: Premium black glass with 3 labels (face, back & neck)

Liquid Detail

- 51% KSBW blended with sweet, velvety cream, 30 proof
- Drink Strategy: chilled & neat

Product Images



Product Description & Images

Objectives

- Introduce a new type of Suntory Whisky to explorers in key markets outside of GTR and Japan.
- Offer an exciting new blend that inspires learning more about the 5 distinctive whisky styles produced by Beam Suntory.
 - Japan
 - Scotland
 - Canada
 - United States
 - Ireland

Idea/Concept

- AO means Blue. Named for the deep blue of the majestic oceans that connect our world and the countries that produce the 5 major types of whisk(e)y. AO begins an exciting next chapter as the first ever World Whisky from the prestigious House of Suntory. Suntory blenders carefully select malt and grain whiskies produced at Beam Suntory owned distilleries and blend them to create a complex and rich World Whisky that reveals the many expression from the distinctive whiskies around the world.
 - Launch Timing: August 2022
 - Size: 700mL
 - MSRP: \$55
 - 86 proof

Product Images



Product Description & Images

THE IDEA

- A. Overholt is a Pennsylvania/Mononghela-Style Rye that aims to reintroduce consumers to America's first whiskey style. Mononghela style Rye whiskey is how Rye was produced in the 1800's through the early/1900's with no corn in the mashbill, thus providing a spicier, bolder flavor profile.

THE OBJECTIVE

- Win in the Mononghela style category to introduce a broader consumer base to the style of Rye whiskey at scale.

KEY DETAILS

- Liquid: 4 year Monogahela Style Rye Whiskey
- Proof: TBD; estimated at 90 proof
- Sizes: 750ML
- Price: \$29.99
- In Field: End of 2022/Beginning 2023

Product Images

New Flavors 2022!



Product Description & Images

WE ARE PROUD TO INTRODUCE OUR PREMIUM AT HOME COCKTAIL SOLUTION – ON THE ROCKS

WHO WE ARE

On the Rocks offers a modern twist on a the classic cocktail. Developed by mixologists with award winning cocktail programs, OTR cocktails combine premium branded spirits from the Beam Suntory portfolio, natural ingredients, and pure creativity in one upscale ready-to-serve product.

NEW OFFERINGS

- 750ML Size Offerings
 - Cosmopolitan
 - Margarita
 - Old Fashioned
 - In Field: May 2022
- PET Offering
 - 200ML Across all 6 SKUs to help alleviate some glass issue
- White Negroni
 - Sipsmith inspired cocktail
- Espresso Martini
 - Effen based cocktail
- Classic Daiquiri
 - Cruzan based cocktail

SIX PACK VARIETY FLAVOR OFFERINGS

- In inventory early 2022

Product Images

New SIZES 2022!



Product Description & Images

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NEW OFFERINGS

- 750ML Size Offerings
 - Cosmopolitan
 - Margarita
 - Old Fashioned
 - In Field: May 2022

Timing could be delayed based upon glass shortage

Product Images



Product Description & Images

Objectives

- New Flavor SKU to be launched in 4PK to go along side the original Highball and Ginger Highball flavor offerings.

Description of Product

- COLOR: Just a touch of light blonde color
- AROMA: The perfect marriage of crisp green apples and the sweetness of bourbon vanilla
- TASTE: A refreshing blend of tart apples, sweet cider notes and a hint of brown spice
- FINISH: A light oak finish rounds out the bourbon notes in this highball

Current Launch Timing

Q2 2021

Idea/Concept

- Refresh the current Jim Beam RTD offerings to better align to updated Masterbrand Vis-ID and category norms, and deliver a design that is more relevant to today's consumer.
- Reposition Jim Beam Classic Highball to capture the momentum of hard seltzers, while showcasing a clear point of difference -> whiskey and Low calorie, and low sugar but a bit more flavor complexity than traditional hard seltzers

Product Images



LTO
VARIETY
PACK
EXCLUSIVE



Product Description & Images

Idea/Concept

- Jim Beam’s Highball Variety Pack is the newest addition to the Highball series, offering our consumers a convenient combination of popular and approachable bourbon cocktails that both bourbon fans and non-drinkers can enjoy.

Objectives

- Capture incremental volume by introducing new consumers to bourbon and the Jim Beam franchise (2) Drive Jim Beam’s Refreshment strategy (3) Capture the momentum of hard seltzers with more premium, compelling and differentiated offerings

PROFILE

- **HIGHBALL**
- **HIGHBALL PEACH**
 - COLOR: Just a touch of light blonde color
 - AROMA: Reminiscent of summertime’s tart peaches and a hint of oak
 - TASTE: An effervescent blend of fresh peaches, peach preserves and light bourbon notes
 - FINISH: Caramel notes highlight the bourbon finish
- **HIGHBALL APPLE**

PRICE

- 8 Pack Variety – MSRP \$18.49
- 2x Classic Highball, 4x Peach Highball, 2x Apple Highball
- Distribution to begin April 2022

Product Images



Product Description & Images

OBJECTIVES

- Solidify Hornitos leadership position as the #1 Prem Tequila in NA
- Increase Hornitos portfolio share, drive penetration and bring Hornitos brand into new refreshment occasions
- Capture incremental volume behind high-potential RTD category
- Improve Hornitos Masterbrand awareness through RTD

Launch

- Q1 & Q3 2022
- MSRP: \$11.99

About the product

- Launch Timing (In-Field):
 - Pineapple: 10/1/2021
 - Passionfruit: 3/1/2022 (at distributors 3/12/22)
 - Watermelon: 6/1/2022
- Sizes: 4-Pack & Single Can (Unique UPCs)
- Package: 355ml Slim Can
- Liquid Detail: 3 refreshingly bold flavors made with real plata tequila & natural flavors

Product Images



Product Description & Images

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CONCEPT

- Concept: Develop a premium variety pack (8-Pack) of bold hard seltzer, made with real Plata Tequila, natural flavors and no artificial sweeteners or additives.
- Flavors: Lime, Pineapple, Mango, Passion Fruit

Launch

- APRIL 2022
- 3/7/22 (at distributors 3/21/22)
- MSRP: \$21.99

About the product

- Launch Timing (In-Field):
 - Passionfruit: 3/1/2022 (at distributors 3/12/22)
 - Pineapple: 10/1/2021
- Sizes: 4-Pack & Single Can (Unique UPCs)
- Package: 355ml Slim Can
- Liquid Detail: 2 refreshingly bold flavors made with real Plata tequila & natural flavors

Product Images



Product Description & Images

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- Improve Hornitos Masterbrand awareness through RTD

CONCEPT

- Develop a premium Ranch Water (Tequila Soda) made with real Plata Tequila & natural flavor and no sugar
- Flavor: Ranch Water – Tequila, Carbonated Water and a Squeeze of Lime

LAUNCH

- APRIL 2022
- 3/7/22 (at distributors 3/21/22)
- MSRP: \$21.99

BENCHMARK BRANDS

- Casamigos Ranch Water, Ranch 2.0, Lone River Ranch Water, Dos Equis Ranch Water, Ranch Rider Ranch Water & other Spirit-based Ranch Water RTDs

Product Images



Product Description & Images

OBJECTIVES

- New and globally consistent, distinctive and premium packaging on shelf. The new design elements will be connected across all brand touchpoints.

THE IDEA/CONCEPT

- Celebrate our brand DNA and history by building out a Vis ID that takes elements from the foundation of the brand beautified and modernized for a timeless look and feel

OCCASION INSIGHTS

- When we want to make a statement about ourselves by looking and feeling knowledgeable. We
- want to impress, but in a more distinguished way that only other sophisticated and refined
- people would appreciate.

KEY DETAILS

- Launch Timing (In-Field): Pending on run out of existing sku. Targeting Q1 2022 (at distributors)
- Samples: Available for 750ml.
- Sizes: 50ml, 200ml, 350ml, 375ml, 500ml, 700ml, 750ml, 1L
- As per 2022 allocation

Product Images



Product Description & Images

OBJECTIVES

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- As per 2022 allocation

Product Images



Product Description & Images

OBJECTIVES

- Leveraging the Twisted Tea brand equity, this will be a new take on a popular spirit, expanding the brand to new drinking occasions and bringing new consumers into the category.
- A Twisted Tea Whiskey offering can deliver innovation to the category, and with the correct profile, can drive the success found in both a shooter brand and a solid flavored whiskey. Shooter and flavored whiskeys tend to occupy different need states, energy levels and occasions, but this is a unique opportunity to create a product that can be act as both a shooter and a flavored whiskey.
- This will be a flavored whiskey that is refreshing, natural, balanced and bright and one that puts flavor first.

THE IDEA/CONCEPT

- Flavors: Sweet Tea Whiskey, Sweet & Spicy Whiskey
- TBC on flavor for initial launch
- Sizes: 1L, 750ml, 375ml, 50ml

KEY DETAILS

- Shipment Date(s): Q3 2022 (TBC)
- Proof: 30-35% ABV (TBC)
- Pricing: 1L: \$18.99; 750ml: \$14.99; 375ml: \$7.99; 50ml: \$1.99

2022 EVENTS

Maker's
Siv **Mark**

This Season, give Our best to Yours

Join us for a **Holiday Dipping Event** on:

Date
12-17-2021

Time
5:30-8:30 PM

and check that Special someone off your List

COX'S Spirit Shoppe
EVERGREEN LIQUORS



BUILDING OFF 2021 SUCCESS

- Double Dip Event
- Valentine's Flower Shop "Cupid's Mark"
 - Lock in date for 2022
- Jim Beam Bourbon Cream
 - Q4 Launch
 - Perfect for holiday
 - Higher Inventory request for 2022
- Website blasts
- Summer Concert Series – Partnership
- Thursday Night Socials
- Marshmallows
- Hot Cocoa Bombs



THIS Valentine's DAY,

we'll show consumers that Maker's Mark® is a *handmade* bourbon that puts time and attention into all the details – making it the perfect gift for those looking for something extra special.

Maker's
Siv **Mark**
SPECIAL RESERVE BOURBON WHISKY



Other Success Stories from other suppliers/distributors that we can use to our advantage?





Creative Concepts

IDEAS FROM THE PAST/POSSIBILITIES FOR THE FUTURE

Be Your Own Bartender

- Crockpot Creations
 - Create at home drinks for you and your family
 - Using items that are sold in store to create the cocktails and drive trial
- Utilize tasting room to create a “virtual event” which can be distributed live via the website
 - Whiskey Tasting, entire Beam Portfolio
 - Etiquette of tasting
 - How to assess what the brand is (flavors, scents, mouth feel)
 - Make it a game to guess the brand
 - Possibility to reveal brands at later date, to draw customers back to website and stay involved

Holiday Calendar (National Day Calendar)

- Feb 24th - Open that Bottle Night (encouraging people to open a symbolically significant bottle, and then share their stories)
- Mar 17th – St. Patrick’s Day
- May 5th – Cinco De Mayo
- June 14th – National Bourbon Day
- September – Bourbon Heritage Month
- Dec 5th – Repeal Day

APPENDIX

Product Images



Product Description & Images

THE IDEA

- Knob Creek will offer a 18-year LTO to showcase the brands commitment to premium, age statement products and halo back to our 9YR base.

OBJECTIVE

- LTOs drive buzz, elevate quality credentials and support base portfolio
- LTOs drive value growth and incremental sales
- Drive holiday display during the highest volume period (Q4)
- Leverage as shiny new object to drive menu placements in the ONP

DEMAND SPACE

- Appreciate the Finer Things – excite whiskey connoisseurs through unique offerings

KEY DETAILS

- Launch Timing: 9/1 – distributor in-field
- Sizes: 750mL
- Pricing: TBD
- Package details: featured in new glassware w/ a premium box
- U.S. 9L Volume Available: TBD
- Holiday-specific program rallied around Limited Release extension

Product Images



Product Description & Images

JACOB'S WELL

4/1/22 General Market In-Field
Blend of 15+yr JB + OGD
750 9L cases

COL. JAMES B. BEAM

7/1/22 General Market In-Field
2yr Specially-Distilled JB
1,500 9L cases

ABOUT THE BRAND

- Hardin's Creek is a parent brand with unique liquids that will launch underneath the Masterbrand; each release to be unique and to tell a story

LAUNCH TIMING/PRICING

- Jacob's Well
 - GM In-Field: 4/1
 - SRP: \$149.99
- James B. Beam
 - GM In-Field: 7/1
 - SRP: \$79.99

LEGENT PARALLEL LTO

The Idea

A one-time LTO expression of Legent. This high-quality expression will drive buzz and demand in key cities & accounts at high sales values. The product story will aid in telling the Legent Original story – with additional emphasis on age & provenance (through the connection to ex-Yamazaki casks & secondary aging in Japan)

Objective

- Aid in the brands' overall **premiumization story**
- **Halo back** to the Legent base story – including the process of secondary finishing Kentucky Straight Bourbon & using Japanese blending techniques
- **Drive buzz** with whiskey aficionados & trade

Demand Space

Acknowledge & Respect, consistent with Legent Masterbrand

Key Details

- Liquid: 8-year old Kentucky bourbon, then shipped to the Yamazaki Distillery in Osaka, Japan, for secondary finishing in wine, sherry, and ex-Yamazaki Sherry casks. Secondary-finished bourbons are shipped to KY, and harmoniously blended with 8 yr old Kentucky Bourbon
- Proof: TBD; 94 Proof minimum
- Launch Sizes: 750ml bottles
- Price: SRP \$150
- In-Field: Launching September 2022

Volume

US allocation ~2k 9L cases



TRES GENERACIONES CRISTALINO

Objectives

Stand out in key accounts and support bottle service activations as Tres Generaciones looks to expand its relevance in the on-premise/nightclub channel. Help Tres Generaciones capitalize on growing sipping occasions by introducing another aged SKU. Provide MC consumers with a premium liquid in an elevated bottle they would be proud to hold or keep on their home bar.

Role within Family and Portfolio

Equity builder: Reinforce Tres Generaciones credentials as a leader in the Super Premium Tequila Segment

Distribution Driver: Help Tres Generaciones gain distribution in high-end On-Premise accounts including nightclubs

The Idea/Concept

A super-premium Anejo Cristalino Tequila. Triple distilled and clarified for exceptional smoothness and character

Target Consumer

- Super premium tequila consumers
- Multi-Cultural consumers

Occasion Insights

- When we want to celebrate a specific moment, accomplishment, or occasion.
- At these celebrations, we want to enjoy a sense of community or pay tribute to others by reliving traditions and/or creating new ones.

Key Details

- **Launch Timing (In-Field):** Jan. 1, 2022 (at distributors)
- **Samples:** August 2021
- **Sizes:** 750ml
- **Pricing:** \$50.00 US
- **Package:** Super premium package that highlights the Tres Gen VisID
- **Liquid Detail:** Anejo Cristalino, Triple Distilled, 40% ABV
- **Drink Strategy:** Sipping straight, on the rocks, or in premium cocktails
- **UPC:** 080686836247; **SCC:** 10080686836244
- **Bottle Dimensions (Inches):** 4.382 L x 4.382 W x 8.949 H
- **Bottles per case:** 6
- **Taste Notes:**
 - Aroma: Light wood notes followed by vanilla and honey
 - Flavor: Sweet with tannins that give a light bitterness, creamy and slightly thick consistency, smooth not astringent.

Launch Programming & POS

- Social Media and Digital
- POS materials



SIPSMITH STRAWBERRY SMASH LTO

Description

Strawberry Smash Gin is a unique limited-edition London Dry Gin distilled with the 2021 strawberry harvest from Hugh Lowe Farms in Kent, exclusive grower for Wimbledon. Crafted with English mint for perfectly balanced flavor, Strawberry Smash is the perfect summer sip to celebrate Sipsmith's role as the Official Gin Partner of the iconic Wimbledon

Timing Details

Estimated Shipment Date(s): February 2022
In-field / Launch Date(s): March 2022

Markets

Strawberry Smash will be allocated to 2022 PBMC markets for Sipsmith: Boston, MNY, Miami, VA / DC, Dallas, Denver, LA, SF, & Seattle

Available Size

750ML – 6 BPC

Pricing & Proof

\$29.99, Line-priced with LDG
40% ABV | 80 Proof

Benchmark Brands

Sipsmith Lemon Drizzle, Malfy Rosa, Tanqueray Sevilla Orange, Bombay Bramble



HIBIKI BLOSSOM HARMONY– Limited Offering

Objectives

Strengthen the story of “Japanese Harmony.”

Role within Family and Portfolio

Provide news to the Hibiki brand and halo to the base Hibiki Japanese Harmony.

The Idea/Concept

Special limited release Hibiki expression blended with whisky finished in casks made from Sakura trees (Japanese cherry blossom trees).

Key Details

- **Launch Timing:** 10/1/22
- **Sizes:** 700ml
- **SRP:** \$130 USD
- **Package and Liquid Details:**
 - Packaged in a gift box decorated with cherry blossom design
 - Blend of grain and malt whiskies from the Yamazaki, Hakushu, and Chita Distilleries, including whisky finished in barrels made from Japanese cherry blossom trees
 - 43% Alc/Vol (86 proof)

Allocation: TBD

- New Hibiki key visual
- Hibiki POS (to be offered in a Q4 supplemental buy)
- Brand Ambassador support via HoS Education Program
- PR support

