



# BSI 2021 GSM

[ KENTUCKY ]

*Beam* SUNTORY

# 2020 RECAP DEPLETIONS

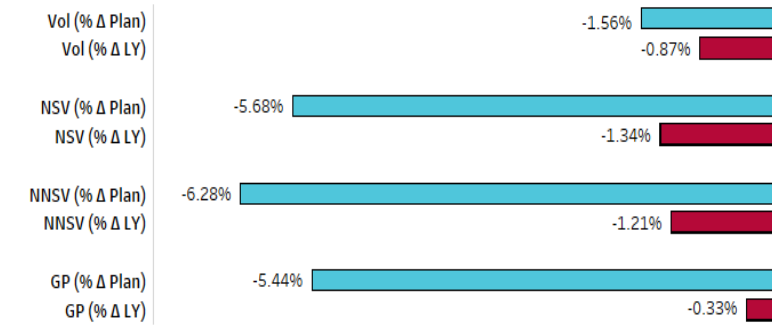


\*\*Click BAR logo to view Update/Support page\*\*

Metric  
NSV (\$)

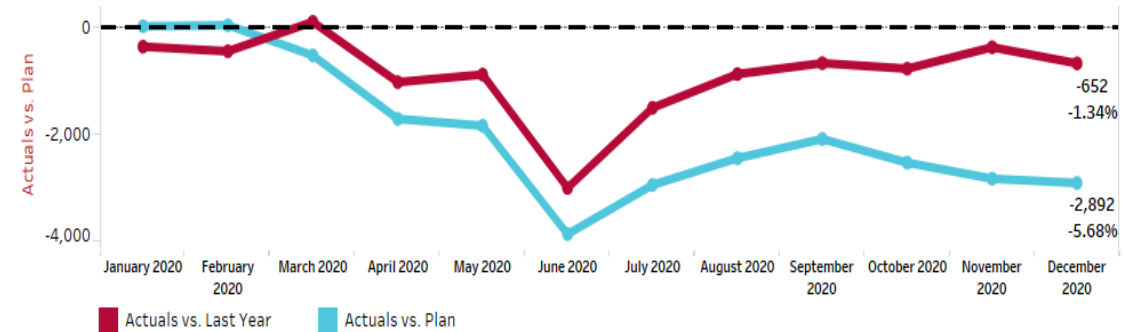
Year 2020	Up To 12/30	Time Span YTD	Brand CBT CBT	Ship or Dep Depletions	Region All	Division All	Sub - Division All	State KENTUCKY	Distributor Parent All	Distributor & ID All	
Plant (Ships Only) All	Price Class All	Category All	Brand Family All	Brand All	Brand Quality All	Brand Variety All	Size All	Container Type All			
Vol (9L, Actual) 397,866	Vol (% Δ Plan) ↓ -1.56%	Vol (% Δ LY) ↓ -0.87%	NSV (\$, Actual) \$48,071K	NSV (% Δ Plan) ↓ -5.68%	NSV (% Δ LY) ↓ -1.34%	NNSV (\$, Actual) \$38,462K	NNSV (% Δ Plan) ↓ -6.28%	NNSV (% Δ LY) ↓ -1.21%	GP (\$, Actual) \$27,283K	GP (% Δ Plan) ↓ -5.44%	GP (% Δ LY) ↓ -0.33%

## Depletions 9L, NSV, NNSV, and GP Summary (YTD)



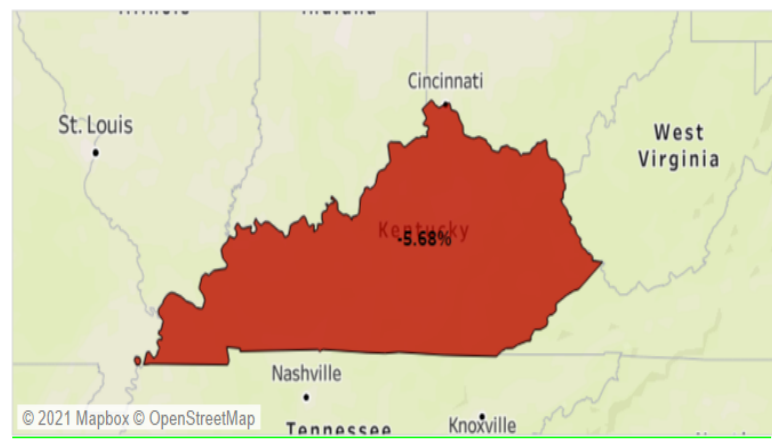
## Depletions NSV (\$) Change from Actuals (YTD)

Values Shown in 000's | Hover to View Actual NSV (\$) in Tooltip



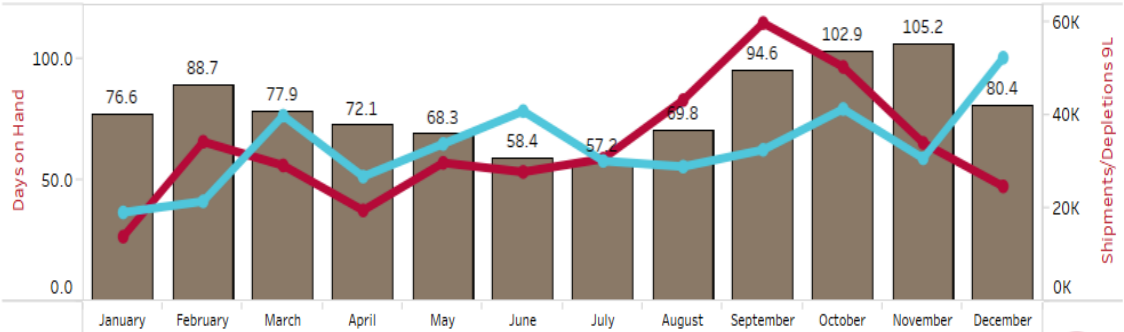
## Depletions NSV (\$) % Change from Plan by Market

Color = % Difference vs. Plan, YTD | Use Metric Toggle to Change View



## Days on Hand at End of Month (YTD 2020 Only)

Days on Hand Includes Open States Only (Control States & Military Are Excluded)



\*Please use the BPT Reports for Shipment GP Data  
\*\*Shipment Plan should only be reviewed at the Total US Level. Budgets at or below the Region Level are only useful to the Senior Finance leadership team.





<b>Year</b> 2020	<b>Up To</b> 12/30	<b>Time Span</b> YTD	<b>Brand CBT</b> CBT	<b>Ship or Dep</b> Depletions	<b>Metric</b> NSV (\$)	<b>Region</b> All	<b>Division</b> All	<b>Sub - Division</b> All	<b>State</b> KENTUCKY	<b>Distributor Parent</b> All	<b>Distributor &amp; ID</b> All
<b>Rank By</b> Δ LY	<b>Plant (Ships Only)</b> All	<b>Price Class</b> All	<b>Category</b> All	<b>Brand Family</b> All	<b>Brand</b> All	<b>Brand Quality</b> All	<b>Brand Variety</b> All	<b>Size</b> All	<b>Container Type</b> All		

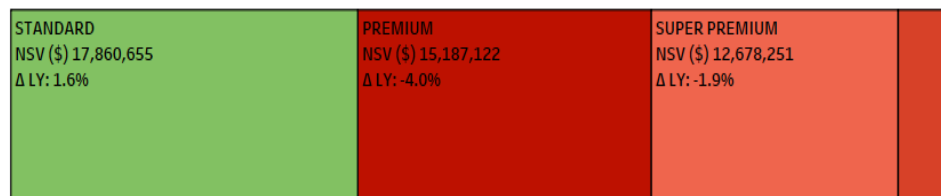
## Depletions NSV (\$) by Category

Color = % Δ LY, Click to Filter



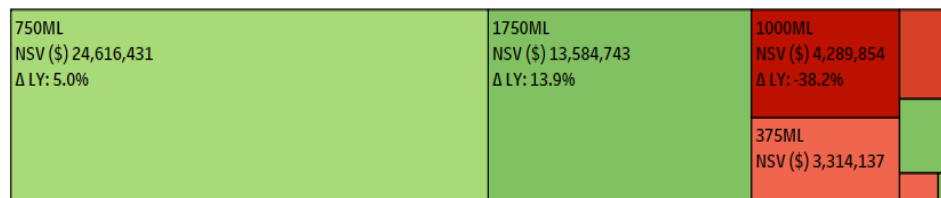
## Depletions NSV (\$) by Price Class

Color = % Δ LY, Click to Filter



## Depletions NSV (\$) by Size

Color = % Δ LY, Click to Filter

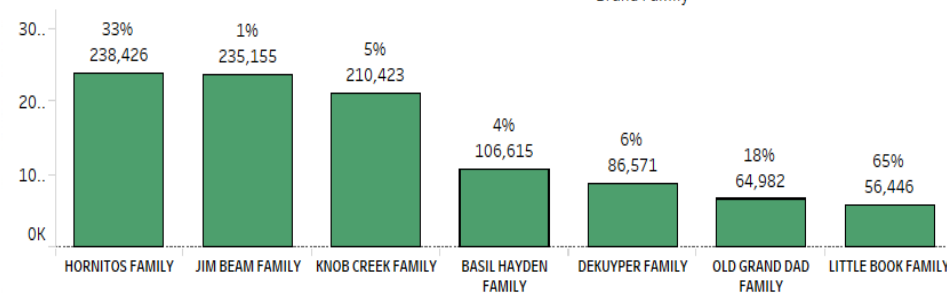


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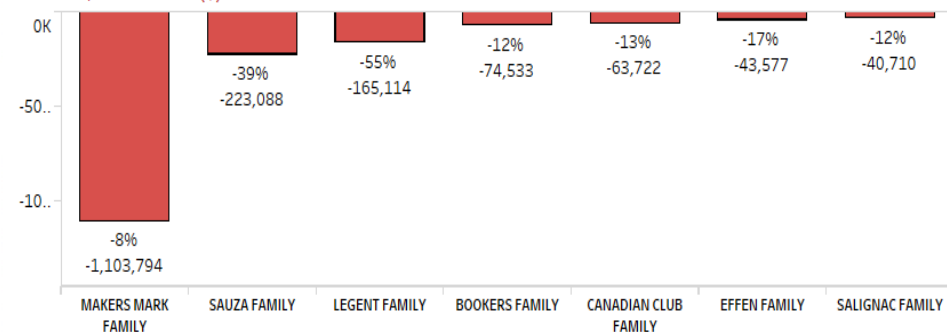
## TOP 7 Brands by Depletions NSV (\$) Δ LY

Size = Depletions NSV (\$)

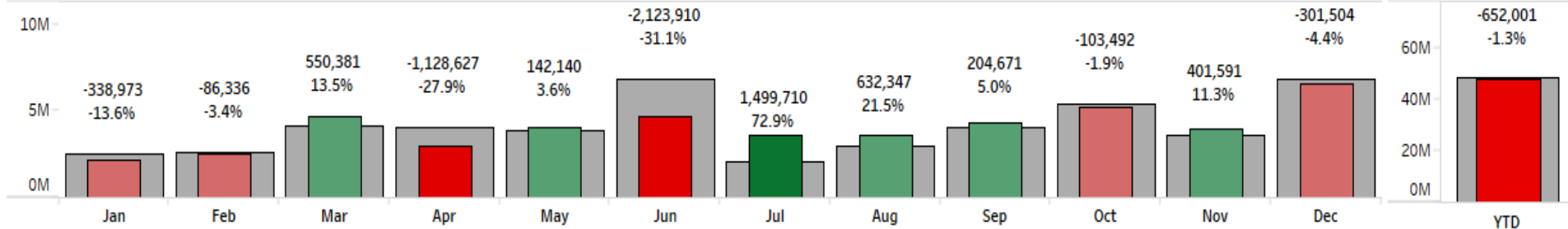


## BOTTOM 7 Brands by Depletions NSV (\$) Δ LY

Size = Depletions NSV (\$)



**Depletions NSV (\$) Actuals & LY By Month** (Gray Bar = LY, Green/Red = Actuals, Color = Δ LY)

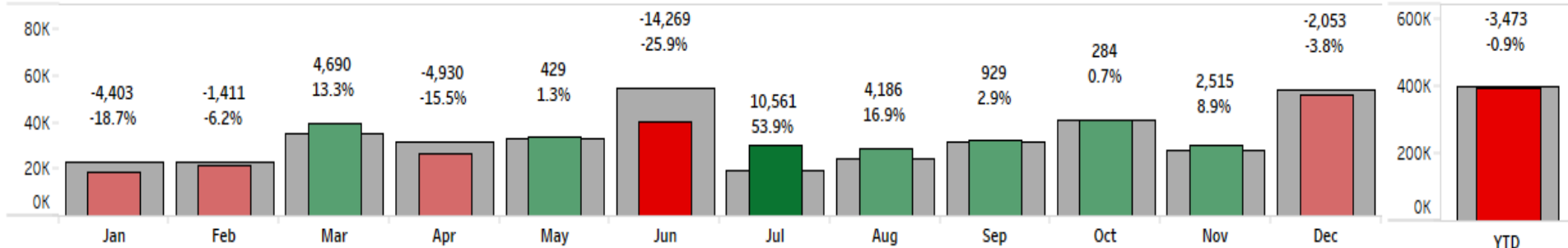


\*Please use the BPT Reports for Shipment GP Data

\*\*Shipment Plan should only be reviewed at the Total US Level. Budgets at or below the Region Level are only useful to the Senior Finance leadership team.



**Depletions Vol (9L) Actuals & LY By Month** (Gray Bar = LY, Green/Red = Actuals, Color = Δ LY)



\*Please use the BPT Reports for Shipment GP Data

\*\*Shipment Plan should only be reviewed at the Total US Level. Budgets at or below the Region Level are only useful to the Senior Finance leadership team.

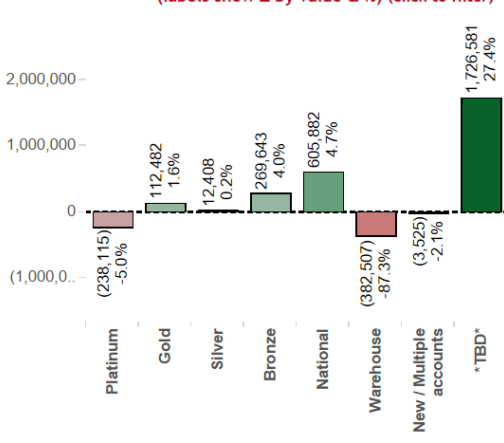




\*\*Click BAR logo to view Update & Support page\*\*

<b>Up To</b> 12/31/2020	<b>Time Span</b> YTD	<b>Metric</b> NSV (\$)	<b>View By</b> Δ LY	<b>Region</b> All	<b>Division</b> All	<b>Sub - Division</b> All	<b>Route Type</b> All	<b>Route</b> All	<b>Premise Type</b> All	<b>KPI</b> All	
<b>State</b> KENTUCKY	<b>Segment</b> All	<b>BSI Trade Channel</b> All	<b>Subchannel</b> All	<b>Distributor Parent</b> SGWS	<b>Distributor</b> All	<b>Corporate Account</b> All	<b>Chain Parent</b> All	<b>Marketing Group</b> All			
<b>TDL - Store Name</b> Multiple values	<b>City</b> All	<b>DMA</b> All	<b>Price Class</b> All	<b>Category</b> All	<b>Brand Family</b> All	<b>Brand Quality</b> All	<b>Brand Variety</b> All				

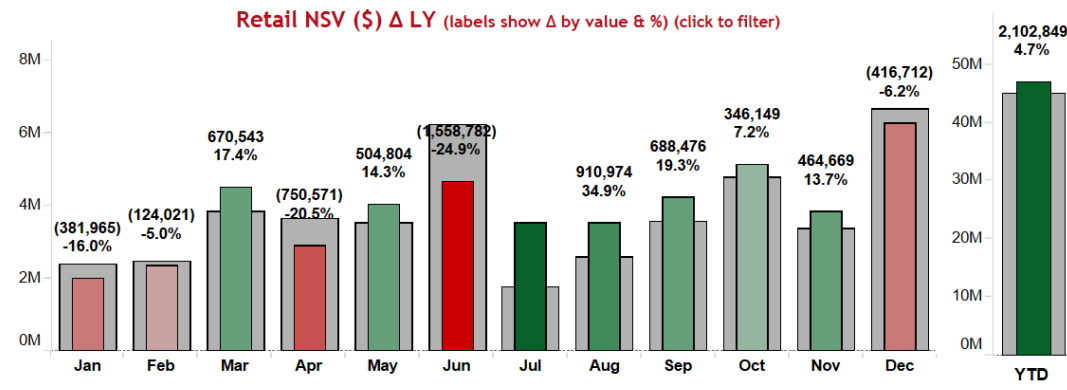
<b>Price/Segment/ Route Type</b> Segment	<b>Brand Level</b> Brand Family	<b>Size Level</b> Total of All Sizes	<b>Account Level</b> Total Market	<b>Retail NSV (\$) Δ LY</b> (labels show Δ by value & % (click to filter))	<b>Top/Bottom (Type In)</b> 5
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Brands	Sizes	Account Name	Address	City	State	Δ Value	% Change
KNOB CREEK FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	980,413	28.6%
JIM BEAM FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	633,250	4.1%
MAKERS MARK FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	260,508	2.4%
HORNITOS FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	238,601	32.6%
BASIL HAYDEN FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	167,875	5.7%
SALIGNAC FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	(40,711)	-11.6%
EFFEN FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	(43,381)	-17.0%
CANADIAN CLUB FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	(63,724)	-13.2%
LEGENT FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	(120,237)	-48.4%
SAUZA FAMILY	TOTAL OF ALL SIZES	TOTAL MARKET			KENTUCKY	(223,088)	-39.4%

OFF Premise	Total	Value	% Change
Large Format Liquor	5,085,370	14.3%	
Small Format Liquor	92,705	9.0%	
To Be Determined	4,993	+100.0%	
Wholesale / Club	0		
Grocery / Mass	(1,141)	-4.8%	
Convenience / Drug	(65,567)	-3.1%	
Other Off-Premise	(86,970)	-21.8%	
<b>ON Premise</b>	<b>Total</b>	<b>(2,926,542) -49.7%</b>	
Casino/Gaming	(3,155)	-22.3%	

Size	Value	% Change	Size Mix
1750ML	1,654,421	13.9%	28.85%
1500ML	0	0.00%	
1000ML	#####	8.33%	
750ML	3,005,849	14.2%	51.18%
375ML	(82,502)	-2.5%	6.84%
355ML	4,599	11.4%	0.10%
200ML	(416,790)	-28.4%	2.23%
100ML	(64,097)	-17.6%	0.64%
50ML	112,336	14.9%	1.84%



# 2020 RECAP NIELSEN

L52W ENDING 12/26/20



Time Period  
Latest 52 Wks - W/E 12/26/20

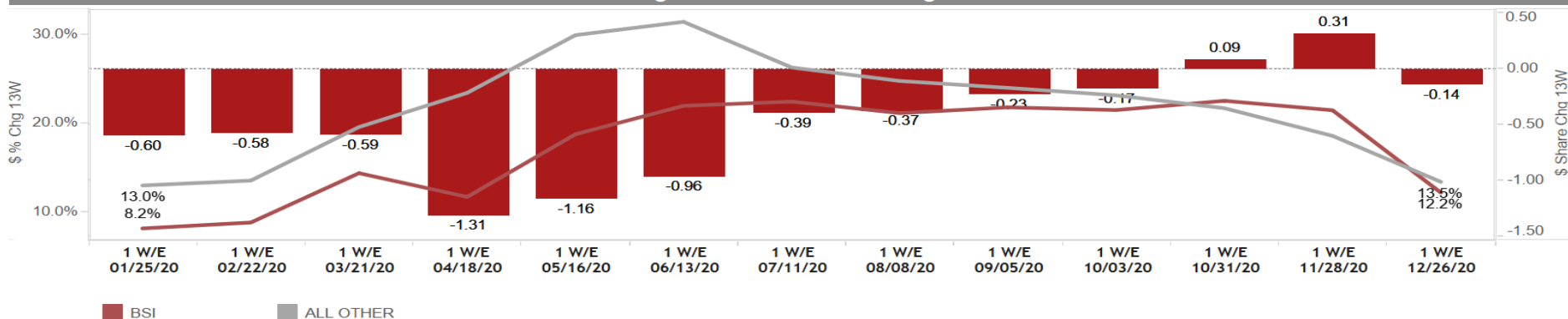
Select Nielsen Market for Top Charts  
KY - STATE

Select Focus and Comp Market  
Multiple values



## TOTAL SPIRITS TREND VS. MARKET SUMMARY

KY - STATE - Rolling 13 Week Dollar % Change and Share Trend



### Supplier Summary

Latest 52 Wks - W/E 12/26/20

Ba Manufacturer Top 13	NATIONAL ACCOUNTS TTL					TTL US - XAOC LIQ PLUS + C-STR				
	\$	\$ CYA	\$ % Chg	\$ Share (Spirits)	\$ Share Chg (Spirits)	\$	\$ CYA	\$ % Chg	\$ Share (Spirits)	\$ Share Chg (Spirits)
<b>Grand Total</b>	\$7,320,901,993	\$1,333,782,919	22.3%	100.0	0.00	\$20,357,074,566	\$4,078,173,530	25.1%	100.0	0.00
DIAGEO	\$1,506,622,384	\$228,242,299	17.9%	20.6	-0.77	\$3,969,980,581	\$676,994,043	20.6%	19.5	-0.73
ALL OTHER COMPANIES	\$1,218,978,267	\$300,091,051	32.7%	16.7	1.30	\$3,476,837,031	\$852,186,382	32.5%	17.1	0.96
BEAM SUNTORY	\$664,362,157	\$99,635,641	17.6%	9.1	-0.36	\$1,704,059,423	\$279,913,994	19.7%	8.4	-0.38
PERNOD RICARD	\$589,331,460	\$107,800,134	22.4%	8.0	0.01	\$1,501,933,846	\$281,352,827	23.1%	7.4	-0.12
SAZERAC	\$565,624,946	\$59,545,590	11.8%	7.7	-0.73	\$1,982,475,522	\$325,621,769	19.7%	9.7	-0.44
BACARDI	\$530,375,882	\$96,093,053	22.1%	7.2	-0.01	\$1,539,501,794	\$318,627,969	26.1%	7.6	0.06
BROWN-FORMAN	\$461,723,116	\$80,199,678	21.0%	6.3	-0.07	\$1,133,389,846	\$214,607,266	23.4%	5.6	-0.08
FIFTH GENERATION	\$386,366,158	\$87,464,548	29.3%	5.3	0.29	\$1,087,395,831	\$264,409,991	32.1%	5.3	0.29
PROXIMO	\$363,874,923	\$90,691,958	33.2%	5.0	0.41	\$885,378,303	\$240,719,705	37.3%	4.3	0.39
HEAVEN HILL	\$278,038,791	\$35,857,880	14.8%	3.8	-0.25	\$718,999,536	\$91,970,111	14.7%	3.5	-0.32
MOET & HENNESSY	\$223,601,907	\$51,090,817	29.6%	3.1	0.17	\$800,626,486	\$222,066,893	38.4%	3.9	0.38
CAMPARI AMERICA	\$223,215,800	\$48,000,381	27.4%	3.0	0.12	\$574,228,046	\$138,672,086	31.8%	2.8	0.15
E&J GALLO	\$178,478,616	\$38,669,136	27.7%	2.4	0.10	\$594,481,912	\$134,223,941	29.2%	2.9	0.09
CONSTELLATION	\$130,307,584	\$10,400,753	8.7%	1.8	-0.22	\$387,786,409	\$36,806,553	10.5%	1.9	-0.25



Period Description Short  
Latest 52 Wks - W/E 12/26/20

Focus Market  
KY - STATE

Master Market  
KY - STATE

Select "all" Markets that add up to the "Master Market" total  
Multiple values



## KY - STATE - CATEGORY SHARE DYNAMICS

### Dollar % Chg

BEAM SUNTORY	16.1%
TOTAL SPIRITS	20.2%

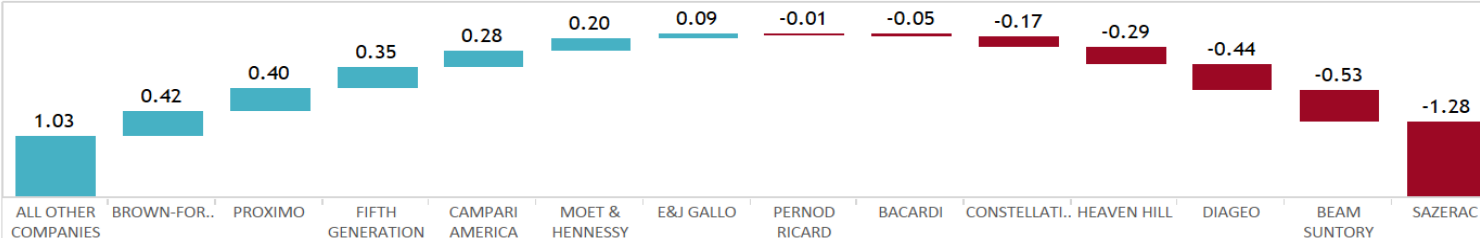
### Dollar Share

BEAM SUNTORY	15.0
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### Dollar Share Chg

BEAM SUNTORY	-0.53
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### Dollar Share Change Waterfall by Manufacturer



### Market Overview

Nielsen Market	BEAM SUNTORY						TOTAL SPIRITS					
	\$	\$ CYA	\$ % Chg	\$ Share (Spirits)	\$ Share Chg (Spirits)	% of \$	\$	\$ CYA	\$ % Chg	\$ Share (Spirits)	\$ Share Chg (Spirits)	% of \$
KY - STATE	\$25,483,254	\$3,527,129	16.1%	15.0	-0.53		\$170,221,062	\$28,590,136	20.2%	100.0	0.00	
Market Subgroup	\$9,527,665	\$701,615	7.9%	14.7	-0.75	100.00%	\$64,869,373	\$7,686,963	13.4%	100.0	0.00	100.00%
KY - TOTAL WINE & MORE	\$3,349,481	\$646,041	23.9%	12.8	-0.22	35.16%	\$26,229,416	\$5,419,162	26.0%	100.0	0.00	40.43%
KY - WALGREENS/RITE AID	\$2,435,924	(\$160,319)	-6.2%	17.4	-0.23	25.57%	\$13,987,903	(\$723,139)	-4.9%	100.0	0.00	21.56%
KY - WALMART	\$1,319,880	\$115,499	9.6%	14.9	-1.09	13.85%	\$8,873,176	\$1,329,528	17.6%	100.0	0.00	13.68%
KY - MEIJER	\$1,082,619	\$200,397	22.7%	16.2	0.06	11.36%	\$6,685,015	\$1,216,079	22.2%	100.0	0.00	10.31%
KY - SAMS CLUB	\$743,256	\$139,589	23.1%	15.1	-1.47	7.80%	\$4,937,000	\$1,284,277	35.2%	100.0	0.00	7.61%
KY - CVS	\$596,504	(\$239,593)	-28.7%	14.3	-2.39	6.26%	\$4,156,863	(\$838,943)	-16.8%	100.0	0.00	6.41%

# 2020 YEAR IN REVIEW DEPLETIONS



Select Time Period  
Latest 52 Wks - W/E 12/26/20

Focus Market  
KY - STATE

Price Tier  
All

Category  
All

Manufacturer  
BEAM SUNTORY

Size  
All



## KY - STATE - TOP / BOTTOM ITEMS

### BEAM SUNTORY - Top Growth Items

### Total Spirits - Top Growth Items

Brand Extension & Size	KY - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	\$3,560,770	\$607,187	20.6%	(\$0.17)	4
MAKER'S MARK REG BOURBON WSKY, 1.75L	\$3,190,988	\$557,976	21.2%	\$0.18	-2
KNOB CREEK SM BT 12Y STRT BRBN, 750ML	\$289,829	\$279,725	2768.2%	\$7.96	53
MAKER'S 46 BOURBON WHISKEY, 750ML	\$732,263	\$244,348	50.1%	(\$0.37)	20
KNOB CREEK SM BT 15Y STRT BRBN, 750ML	\$170,089	\$170,089			82
BASIL HAYDEN'S BOURBON WHISKEY, 1.75L	\$142,431	\$142,431			66
MAKER'S MARK 101P BOURBON WSKY, 750ML	\$140,419	\$140,419			77
JIM BEAM BLACK LABEL BRBN WSKY, 1.75L	\$463,993	\$134,559	40.8%	(\$1.66)	-1
BASIL HAYDEN'S BOURBON WHISKEY, 750ML	\$1,226,110	\$116,792	10.5%	\$0.72	-1
KNOB CREEK SG BRL RS BRBN WSKY, 750ML	\$400,019	\$111,925	38.9%	\$8.85	-2

Brand Extension & Size	KY - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
TITO'S VODKA, 1.75L	\$4,089,303	\$1,223,708	42.7%	\$0.16	28
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	\$3,560,770	\$607,187	20.6%	(\$0.17)	4
MAKER'S MARK REG BOURBON WSKY, 1.75L	\$3,190,988	\$557,976	21.2%	\$0.18	-2
WOODFORD RSRV BOURBON WSKY, 1.75L	\$1,494,140	\$525,844	54.3%	\$1.02	-5
WILLETT STRT BOURBON WHISKEY, 750ML	\$648,167	\$436,559	206.3%	\$4.13	4
WOODFORD RSRV BOURBON WSKY, 750ML	\$3,076,963	\$432,890	16.4%	(\$0.13)	-2
OLD FORESTER BOURBON WHISKEY, 1.75L	\$1,541,594	\$407,412	35.9%	\$0.21	-8
EVAN WILLIAMS BLK STRT BRBN, 1.75L	\$2,203,083	\$397,976	22.0%	\$0.17	0
PATRON SILVER TEQUILA, 750ML	\$1,178,275	\$389,008	49.3%	(\$0.21)	-1
CROWN ROYAL PEACH WSKY, 750ML	\$806,866	\$385,384	91.4%	\$1.88	20

### BEAM SUNTORY - Top Decline Items

### Total Spirits - Top Decline Items

Brand Extension & Size	KY - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
JIM BEAM WHITE LABEL BRBN WSKY, 750ML	\$1,440,994	(\$139,704)	-8.8%	(\$0.06)	0
MAKER'S MARK REG BOURBON WSKY, 1L	\$620,247	(\$83,727)	-11.9%	(\$0.74)	-12
MAKER'S MARK PVT SLCT BRBN WSK, 750ML	\$91,793	(\$52,434)	-36.4%	\$5.17	-1
JIM BEAM WHITE LABEL BRBN WSKY, 375ML	\$234,405	(\$43,943)	-15.8%	(\$0.05)	19
BASIL HAYDEN'S 10Y BRBN WSKY, 750ML	\$98,561	(\$37,490)	-27.6%	\$5.69	2
BASIL HAYDEN'S CRBN RS RYE WSK, 750ML	\$27,915	(\$37,301)	-57.2%	\$1.54	-51
PINNACLE REG VODKA, 750ML	\$132,817	(\$35,608)	-21.1%	(\$0.02)	-13
SAUZA SILVER TEQUILA, 1.75L	\$2,097	(\$29,570)	-93.4%	\$0.36	-31
MAKER'S MARK REG BOURBON WSKY, 200ML	\$76,098	(\$27,890)	-26.8%	\$0.06	-6
MAKER'S MARK ASST BOURBON WSKY, 375ML	\$13,667	(\$24,681)	-64.4%	(\$1.76)	-15

Brand Extension & Size	KY - STATE				
	\$	\$ CYA	\$ % Chg	Unit Price Chg	Stores +/-
BUFFALO TRACE BOURBON WHISKEY, 1.75L	\$63,444	(\$343,880)	-84.4%	\$1.11	-52
JIM BEAM WHITE LABEL BRBN WSKY, 750ML	\$1,440,994	(\$139,704)	-8.8%	(\$0.06)	0
NEW RIFF SNGL BRL BRBN WSKY, 750ML	\$212,619	(\$113,845)	-34.9%	(\$0.50)	14
PRESTIGE REG VODKA, 1.75L	\$0	(\$111,877)	-100.0%		-68
MAKER'S MARK REG BOURBON WSKY, 1L	\$620,247	(\$83,727)	-11.9%	(\$0.74)	-12
SMIRNOFF REG VODKA, 750ML	\$782,956	(\$81,002)	-9.4%	\$0.11	-9
ANCIENT AGE STRT BOURBON WSKY, 1.75L	\$274,569	(\$69,625)	-20.2%	\$0.06	-7
BENCHMARK BOURBON WHISKEY, 1.75L	\$509,393	(\$67,928)	-11.8%	\$0.47	-2
EAGLE RARE 10Y SGL BRL BRB WSK, 750ML	\$426,278	(\$61,053)	-12.5%	\$0.34	-6
JOHNNIE WALKER WHT SCTCH WSKY, 750ML	\$15,636	(\$56,370)	-78.3%	(\$9.76)	-29



# SGWS Market Comparison

2020 vs 2019

Off-Premise General Market (excludes NAC)					
2020 vs 2019					
District Mgr	2020 9L	2019 9L	9L Var	9L Var %	2020 vs 2019 Net Sales Var %
Group	186,722.72	169,300.88	17,421.84	10.29	17.39
AMY CHERRIE (702)	66,609.20	62,701.35	3,907.85	6.23	15.32
DAVID BOWLING (42)	25,153.51	21,973.24	3,180.28	14.47	17.86
DAVID LABORE (39)	35,603.68	32,022.72	3,580.96	11.18	20.28
DENTON THOMAS (775)	26,845.26	24,856.03	1,989.23	8.00	15.63
ERIN WHITE (727)	32,511.07	27,747.55	4,763.52	17.17	20.24

Resp Salesperson	2020 9L	2019 9L	9L Var	9L Var %	2020 vs 2019 Net Sales Var %
Group	186,567.14	168,811.53	17,755.60	10.52	17.64
GREG MERRITT (729)	14,231.61	11,447.02	2,784.59	24.33	28.40
TAMARA GILREATH (108)	8,889.82	7,120.11	1,769.71	24.86	32.32
RICK GRIBBINS (703)	14,780.33	13,163.78	1,616.55	12.28	15.69
CHRISTY REYNOLDS (776)	10,740.45	9,249.48	1,490.97	16.12	25.52
KATIE LAKE (730)	11,379.79	10,278.29	1,101.50	10.72	17.55
MICHAEL TATE (735)	8,941.01	7,865.55	1,075.46	13.67	16.52
KATIE PARRISH (211)	9,187.03	8,138.74	1,048.29	12.88	16.35
JOHN MILLER (181)	7,972.91	7,085.07	887.83	12.53	16.74
JUSTIN CAMPBELL (708)	8,959.02	8,100.65	858.37	10.60	20.53
TREY EARNHARDT (130)	8,557.88	7,786.68	771.20	9.90	8.66
RYAN GLEASON (203)	4,174.82	3,432.64	742.18	21.62	28.21
DAVID RATCLIFF (864)	4,719.43	4,039.74	679.69	16.82	20.43
JEANNE PARKER (279)	8,306.67	7,672.12	634.55	8.27	20.95
RACHEL WENZEL (183)	4,609.84	4,051.27	558.57	13.79	19.04
CHRISTOPHER DEROSSETT (127)	2,215.72	1,657.80	557.92	33.65	39.17
JESSICA MURPHY (778)	6,999.17	6,535.91	463.26	7.09	14.21
TAMMY BRANHAM (141)	5,485.67	5,056.38	429.29	8.49	13.13
WARREN SHELTON (268)	7,579.75	7,163.33	416.42	5.81	16.20
LATELLE FARROW (706)	6,902.52	6,738.91	163.61	2.43	5.33
TOM REYNOLDS (781)	9,105.64	9,070.64	35.00	0.39	7.22
MICHAEL THOMPSON (276)	6,551.36	6,602.94	(51.57)	(0.78)	15.45
BEN MILLMAN (146)	16,276.71	16,554.48	(277.78)	(1.68)	14.25

Corporate Product Group	2020 9L	2019 9L	9L Var	9L Var %
Totals	128,585.88	112,768.52	15,817.36	14.03%
MAKERS MARK (506319)	16,637.37	13,394.00	3,243.37	24.22%
JIM BEAM BOURBON WHITE LABEL (500890)	46,652.01	43,829.30	2,822.71	6.44%
CRUZAN RUM FLAVORS (502826)	6,861.57	5,803.60	1,057.97	18.23%
DEKUYPER COMMODITY (502832)	2,448.75	1,562.07	886.68	56.76%
DEKUYPER SCHNAPPS (502839)	4,669.78	3,891.47	778.31	20.00%
KESSLER BLEND (500884)	14,333.78	13,636.68	697.10	5.11%
JIM BEAM BOURBON RED STAG (500891)	5,122.78	4,495.88	626.90	13.94%
DEKUYPER CREMES (502834)	1,622.56	1,063.06	559.50	52.63%
PINNACLE ORIGINAL (501231)	4,668.50	4,186.11	482.39	11.52%
JIM BEAM BBN KENTUCKY FIRE (506308)	2,003.52	1,559.53	443.99	28.47%
OLD GRAND DAD (500875)	1,598.93	1,188.23	410.70	34.56%
BASIL HAYDEN (502814)	2,140.83	1,741.66	399.17	22.92%
MAKERS CASK STRENGTH (506318)	493.69	110.50	383.19	346.78%
KNOB CREEK BOURBON (506311)	2,888.92	2,525.28	363.64	14.40%
DEKUYPER PUCKER (502838)	1,314.05	958.81	355.24	37.05%
HORNITOS PLATA (507010)	988.00	662.78	325.22	49.07%
JIM BEAM BBN VANILLA (507104)	3,508.05	3,190.46	317.59	9.95%
JIM BEAM BBN HONEY (506307)	5,970.95	5,696.95	274.00	4.81%
PINNACLE WHIPPED (502853)	1,331.72	1,064.44	267.28	25.11%
JIM BEAM BOURBON SINGLE BARREL (509055)	340.25	92.67	247.58	267.16%
HORNITOS REPOSADO (507011)	701.05	455.37	245.68	53.95%
MAKERS 46 (506317)	1,267.45	1,032.82	234.63	22.72%
CRUZAN RUM DARK (502824)	508.47	364.91	143.56	39.34%
HORNITOS CRISTALINO ANEJO (507596)	290.42	164.00	126.42	77.09%
OTR-ON THE ROCKS (510249)	222.48	97.94	124.54	127.16%

1:14



Katie Watts Parrish 3d · 👤



Happy Hour Liquor

3d · 🍷



Jim Beam premium brands on the rocks, using Knob Creek, Hornitos Tequila, EFFEN Vodka, Cruzan Rum. Delicious, ready to drink, natural ingredients, just add ice.



# MAKER'S MARK 2021 UPDATE

# MENDIANT



- Available 2/1
- Seeded with 5 accounts
  - Party Source
  - Liquor Barn
  - Silver Dollar
  - Old Town
  - Westport Whiskey & Wine



	Mocha (MO)	Mendant (MN)
<b>Wood</b>	French Oak	French Oak
<b>Cut</b>	Classic	Classic
<b>Cook</b>	High and Slow	Low and Slow
<b>Flavor Profile</b>	Dark Chocolate, Coffee, Dried Fruit, Tobacco	Milk Chocolate, Nuts, Coffee, Dark Dried Fruit
<b>Introduction to Program</b>	Beginning	February 1, 2021





## VISIT

Spend an educational day at the Maker's Mark Distillery in Loretto, KY. Enjoy a one-of-a-kind bourbon experience only available to an exclusive group of people.\*

\*Travel and lodging are the responsibility of the account or account employee.



## LEARN

Learn about the taste profiles of the five oak staves we've chosen specially for this program.



## TASTE

Sample the flavor profile from each stave and work with your team to pick your favorites.



## CREATE

Choose your unique combination of the five staves to make your own version of Maker's Mark® Private Selection.



## BARREL

Place your staves into a barrel of fully matured Maker's Mark® Cask Strength.



## MATURE

Wait approximately nine weeks for the bourbon to pull the flavors from the wood staves.



## SHARE

Finally, enjoy and share a bourbon that is truly Maker's® – and uniquely your own.

# FIVE STAVES. 1,001 POSSIBILITIES.

In the spirit of innovation and to allow our customers to explore new taste visions, we're evolving the Maker's Mark Private Selection Program for the first time ever by **introducing a new stave, Roasted French Mendant.** We worked with our longtime cooperage, Independent Stave Company, to carefully select the right mix of wood, cut and cook. This new stave and the other four selections offer new combinations of flavors to develop your very own whisky. Experimenting with your perfect combination is where the fun truly lies.

Please allow three to five months to complete the process. Barrel finishing process takes nine weeks.

### BAKED AMERICAN PURE 2

Vanilla  
Honey  
Bright Fruit

### SEARED FRENCH CUVÉE

Creamy  
Toasted Caramel  
Almond

### MAKER'S MARK 46®

Dried Fruit  
Baking Spices  
Caramel

### ROASTED FRENCH MENDIANT

Milk Chocolate  
Coffee  
Dried Dark Fruit

### TOASTED FRENCH SPICE

Clove  
Ripe Fruit  
Pipe Tobacco

MAKER'S MARK PRIVATE SELECTION®

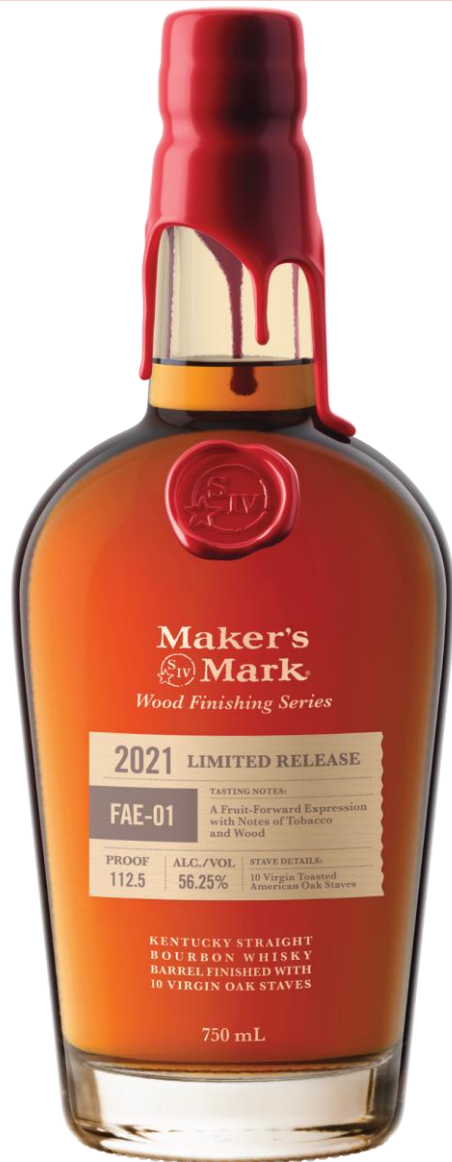
SIZE: 750ml  
CASE: 40-50

PROOF ALC./VOL.: Cask Strength  
CASE WEIGHT, UPC & PALLET CONFIGURATION, SCC: Will vary by barrel and will be provided later

# Lakeside Tasting Room



# MAKER'S MARK INNOVATION



# BARREL SELECTIONS

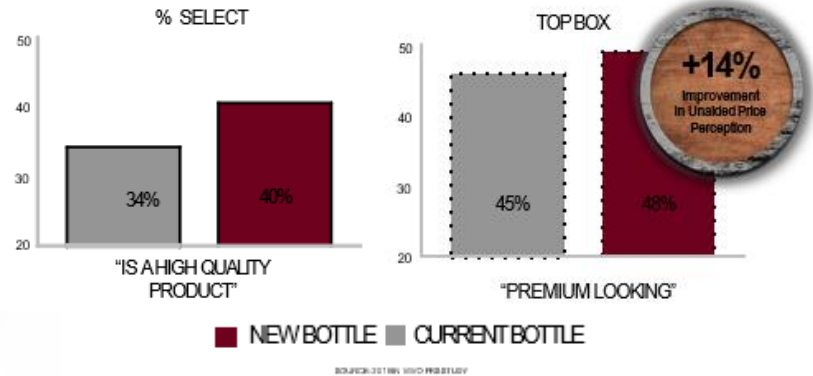
## KEY 2021 CALLOUTS



### PROGRAM BASICS

#### NEW BOTTLE MARCH 2021

- TALLER BOTTLE
- EMBOSSING
- TEXTURED GLASS
- HIGH QUALITY WAX SEAL
- SIGNATURE "EAGLES BEAK"
- TOGETHER LEADING TO A MORE PREMIUM ON SHELF PRESENCE!



### SELECTION PROCESS OPTIONS

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

\*\*\*TENTATIVE GRAND RE-OPENING MARCH\*\*\*



**A NOTE ON COVID-19:** While every effort has been made to create a successful program for 2021, 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 2021 CALLOUTS

### PROGRAM BASICS

#### PRICING INFORMATION

- DUE TO THE PRICING INCREASE AND PREMIUMIZATION ACROSS THE EL TESORO PORTFOLIO, ETSB REPOSADO WILL NOW BE LINE PRICED WITH EL TESORO REPOSADO!
- THIS NEW PRICING WILL MEAN THAT ACCOUNTS CAN PURCHASE CUSTOM, HAND SELECTED SINGLE BARREL REPOSADO LIQUID FOR THE SAME PRICE AS REGULAR, BLENDED REPOSADO!

#### SINGLE BARREL EXPERIENCE

- ON HOLD THROUGH 2021, OR UNTIL FURTHER NOTICE

#### REMOTE SELECTION

- 12 WEEK PROCESSING TIME POST SELECTION



Ambassador Kits include:

- (3) Sample liquids
- (4) Elements of the production process at La Altena for brand education
- (12) Branded Riedel tasting glasses and snifter covers
- Map of Guadalajara and other educational materials

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## KEY 2021 CALLOUTS

### PROGRAM BASICS

- WHERE OTHER SINGLE BARREL PROGRAMS PROVIDE AN ACCOUNT WITH LIQUID FROM A RANDOM BARREL, WE'VE CREATED SOMETHING UNIQUE AND MORE TAILORED. THE BAKER'S SINGLE BARREL SELECT PROGRAM IS AN INTERACTIVE EXPERIENCE THAT GIVES ACCOUNTS THE FREEDOM OF CHOICE. ACCOUNTS HAVE THE ABILITY TO CHOOSE A BARREL – FROM SOME OF OUR RAREST AND EXTREMELY LIMITED BARRELS – THAT FITS THEIR TASTES AND THE TASTES OF THEIR CUSTOMERS.

### PRICING

- MSRP - \$99.99

### ALLOCATION

- APPROXIMATELY 50 CASES ACROSS THE STATE OF KY



**A NOTE ON COVID-19:** While every effort has been made to create a successful program for 2021, we cannot prepare for every situation. Each state also has individual needs and issues that change regularly. Please check with local travel guidelines, [kycovid19.ky.gov](https://www.ky.gov/covid19), and BSI policy/your manager before making changes, traveling, etc.





# INNOVATION

# HOW WILL WE WIN IN 2021

## Jim Beam



## Maker's



## Super Premium Bourbon



## Prem+ Tequila



## HoS



## RTD's



## Product Images



## Product Description & Images

Jim Beam® Orange combines the juicy and bright flavor of Orange with the world's finest Kentucky Straight Bourbon Whiskey. The result is a perfect blend of sweetness and the oak and light char of bourbon. As the weather heats up and the need for refreshment is at its peak, Jim Beam® Orange will advance the growing refreshment occasion for bourbon with sessionable Highballs

### DESCRIPTION

- Orange liqueur infused with Kentucky Straight Bourbon Whiskey

### PROFILE

- AROMA A complex blend of juicy orange and fresh zest with hints of vanilla and oak

### SUGGESTED PRICING

- Line-priced with Jim Beam® Original and Flavors

### LAUNCH TIMING

- MID MARCH 2021

## Product Images



## Product Description & Images

The Jim Beam brand will be offering a Bourbon Cream as a special release for the holiday season in August of 2021 (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
- Leverage LTO to drive JBW display in Q4
- 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): 8/1/21

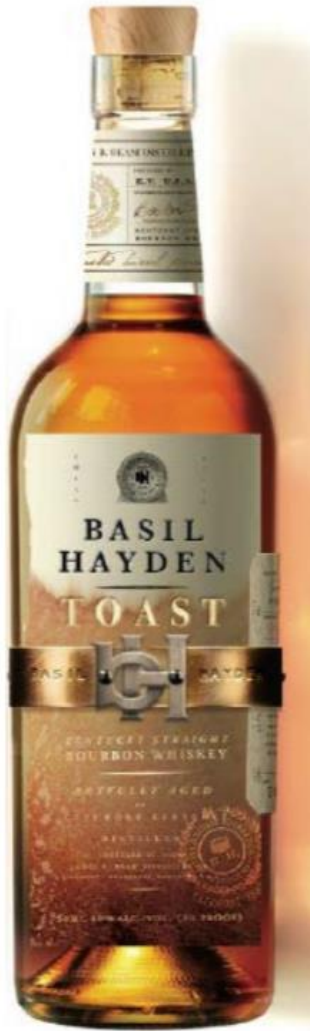
- Samples: Yes, TBD on timing
- Sizes: 750ml
- Pricing: \$19.99

### 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

Basil Hayden's® Toast Bourbon is the new permanent Ultra-Premium expression for the brand. This uniquely crafted 80 proof whiskey consists of an entirely new Basil Hayden's mashbill, replacing the traditional rye grain with brown rice, which adds a hint of sweetness and a touch less spice with increased depth of flavor that comes from secondary aging in a toasted oak barrel.

Rather than charring the barrel with open flame, the toasting process exposes the barrel to a long and gentle heat at a level proprietary to Basil Hayden. The softer notes from the Kentucky Straight Bourbon Whiskey receive the flavors from the toasted barrels, which is then blended back with non-Toasted bourbon to add complex flavor grounded in sweet vanilla, complemented by rich toasted notes – ideal to be sipped and savored neat or on the rocks with close company.

### **TASTING NOTES**

- COLOR: Dark Amber
- AROMA: Toasted oak complimented by dried fruit and caramelized sugar
- TASTE: An enticing combination of toasted wood with the subtle sweetness of caramel and rich roasted nuts
- FINISH: Toasted oak and a pleasant, lingering warmth

### PRICING

MSRP: \$49.99

# HOW WE WENT ABOUT...CHANGE



tall neck label with foil detail

solid beechwood bar top

removal of bib for increase in quality and automation potential

new VIS ID adds warmth and premiumizes

conversion to BASIL HAYDEN to eliminate confusion

thicker, metal belt is smoother and more prominent



## Product Images



## Product Description & Images

### TIMING

- Rollout next year will introduce new pack, but keep existing liquid
- Targeting early/mid Q2 2021 for open states, control states will runoff existing pack inventory
- 40K 9L total available inventory for US in 2021 – with upside to overdeliver

### PACKAGE UPDATE

- Significantly improves visibility of the brand mark, the #1 objective for the pack change
- Design balances Kentucky/Japan cues in line with the brand's DNA
- Retains most important elements of original pack as learned through research: Fred & Shinji's signatures & titles, brushstroke, wood cap, and copy
- Introduces new brand color with grey label background – this distinct color will allow Legent to step outside of Bourbon norms and helps to express the balance inherent in the Legent brand

## Product Images



**New Packaging Due H2 2021!**

**New Flavor Q4 2021!**



## 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.

### **IDEA/CONCEPT**

- Premium premixed cocktails made with recognized spirits brands in six Mixologist crafted classic recipes
- Premium ingredients, natural bar quality and strength elevates the consumer's at-home cocktail experience
- Spirit-based ready-to-drink
- Fantastic opportunity to be your own bartender from home

### **SIX FLAVOR OFFERINGS**

- KNOB CREEK OLD FASHIONED
- EFFEN COSMOPOLITAN
- HORNITOS MARGARITA
- CRUZAN MAI TAI
- TRES GENERACIONES PINEAPPLE MANGO MARGARITA
- LARIOS AVIATION

## Product Images



## Product Description & Images

### 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

### Objectives

- Capture incremental volume by bringing new consumers into whiskey and into the Jim Beam franchise
- Drive Jim Beam's Refreshment strategy with easy-to-drink flavor offerings
- Evolve to "Ginger Highball" offering as lead priority to support Masterbrand Highball strategy
- Directly compete in the hard seltzer space with Classic Highball - a compelling and differentiated offering

### SKUs / Flavors

- Flavors: Ginger Ale, and Seltzer w/ hint of citrus
- 5% ABV (Classic Highball ~100 calories per can)
- 355ml can; 4pk \$9.99 SRP

### Current Launch Timing

Q2 2021

## Product Images



## Product Description & Images

We're bringing the fresh, bold, authentic flavor of Hornitos® Tequila, with a refreshingly light twist, to the fastest-growing segment of today's U.S. BevAlc market, Hard Seltzer. Consumers can now enjoy an appealing alternative to the category's standard offerings.

### Idea/Concept

- Develop a more premium hard seltzer that is a little bit bolder - made with REAL tequila, natural flavors, and low calorie/sugar.

### Objectives

- Solidify Hornitos leadership position as the #1 Premium Tequila in NA
- Drive penetration and bring Hornitos brand into new refreshment occasions

### PROFILE

#### **LIME**

- AROMA: Fresh lime zest
- TASTE: Light and sour lime with fresh agave
- FINISH: Smooth with subtle sweetness

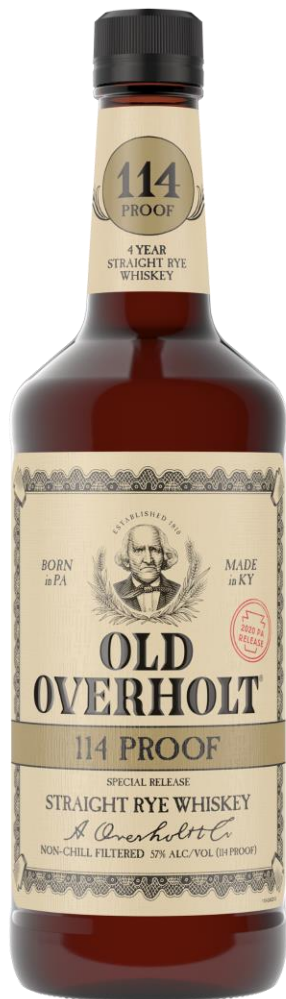
#### **MANGO**

- AROMA: Sweet mango
- TASTE: Mango with subtle tequila
- FINISH: Light and flavorful with hints of tequila

### PRICE

- 355ml can; 4pk \$9.99 SRP

## Product Images



## Product Description & Images

This whiskey pays tribute to ryes produced during prohibition. Non-chill filtering helps retain a naturally full and robust flavor profile. Along with being cut to 114 proof it is historically rooted in a traditional maturation barrel strength of the time.

This is targeted to bartenders as another tool in their high proof toolbox to support spirit-forward cocktails and sipping. Perfect for at home bartenders looking to explore a new cocktail.

### Launch

- Q1 2021
- MSRP: \$29.99

### About the product

- 4 years old
- Non-Chill Filtered
- 114 proof

# APPENDIX