



# BREAKTHRU

BEVERAGE

Jim Beam Summer Tailgate  
Program- Schnucks

# Father's Day Program featuring Jim Beam Peach Arnold Palmer Samplings

## Friday September 1<sup>st</sup> -2 Demos

1. Schnucks Wentzville: **Friday 12-3pm**
2. Schnucks Lindenwood: **Friday 4-7pm**

## Saturday September 2<sup>nd</sup> -4 Demos

1. Schnucks Des Peres: **Saturday 12-3pm**
2. Schnucks Telegraph: **Saturday 12-3pm**
3. Schnucks Arsenal – **Saturday 4-7pm**
4. Schnucks Butler Hill- **Saturday 4-7pm**

## Sunday September 3<sup>rd</sup> -4 Demos

1. Schnucks Dorsett – **Sunday, 1-3pm**
2. Schnucks Wildwood-**Sunday 1-3pm**
3. Schnucks Eureka- **Sunday 4-7pm**
4. Schnucks St. John – **Sunday, 4-7pm**

### SUMMER/TAILGATING PROGRAM

#### AUGUST – MEMORIAL DAY

##### BRANDS

- LEAD - Jim Beam Family
- Option to bring in Premium + Bourbon
  - Maker's Mark
  - Basil Hayden
  - Knob Creek

##### IDEA

- Opportunity to combine all JB Family SKUs and Sizes into one promotion
- Allows for variability of orders by store, comes with a sampling setup
- Leads into Labor Day weekend where we will support with in store samplings!
- Symbolizes the end of summer/beginning of fall sports, music, and tailgating & golf

##### # OF STORES

- 10 (MO)

##### OVERVIEW

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



JIM BEAM – wood display with wheels

JBW Golf Rolling Cooler – holds any size SKU as a dump bin

JBW Sports Football Field Rug



JIM BEAM – 3 case display with 50ml gravity feed



Jim Beam Black – Golf Display



JBW Cornhole Boards – Tailgate (Dealer Loader)



JIM BEAM – Music 3 Case Display

## KEY WINS

1. In August through depletion data we were up \$75 thousand dollars (+168%) vs 2022
2. Net spend of under \$5K – costs included samplings, shipping, and print POS.
3. Utilized old POS from other national and regional accounts that were in MCX we built a program for 10 of our largest and most influential stores during an August POST month on Jim Beam Family
4. Due to account sizes being grocery we offered multiple POS items that not only could be picked to fit the store size but also allowed them to pick their “theme” in order to give them choice in their stores
5. Samplings were set on the weekend leading up to Labor Day to drive the most interaction over the holiday

| Row Labels | 9L Cases CM | 9L CM Chng | 9L CM % Chng | Rev CM       | Rev CM Chng  | Rev CM % Chng | NSV \$ CM    |
|------------|-------------|------------|--------------|--------------|--------------|---------------|--------------|
| JIM BEAM   | 1320.4      | 827.5      | 168%         | \$190,441.25 | \$115,164.71 | 153%          | \$157,384.03 |

*All other POS has been put aside for our sales reps to continue to use and not “waste”*

*\*\*\*Data is for all Schnucks MO for Jim Beam Family, until the BAR is updated drilling to specific accounts is unavailable\*\*\**

CPG Data™

09/01/23 09:28  
 SCHNUCKS #133 CHESTERFIELD 700325555  
 141 HILLTOWN VILLAGE CTR  
 CHESTERFIELD, MO

Back End Cap

Maker's Mark - 25

Joe ~ jdillallo@breakthrubev.com ~ Triumph ~ 2004

CPG Data™

08/14/23 14:28  
 SCHNUCKS #725 WENTZVILLE 700333481  
 1960 WENTZVILLE PKWY  
 WENTZVILLE, MO

Shelf/Display

JIM BEAM BOURBON 80 - 15

David ~ dbrandon@breakthrubev.com ~ Triumph ~ 2002

CPG Data™

08/18/23 10:58  
 SCHNUCKS #117 DORSETT 700325515  
 2030 DORSETT SQ SHOP  
 MARYLAND HEIGHTS, MO

Back End Cap

JIM BEAM BOURBON 80 - 14

Michael ~ ngrimaud@breakthrubev.com ~ Triumph ~ 2006

CPG Data™

08/09/23 09:00  
 SCHNUCKS #105 BUTLER HILL 700327824  
 4333 BUTLER HILL RD  
 SAINT LOUIS, MO

Floor

JIM BEAM BOURBON 80 - 30

David ~ dvonderhaar@breakthrubev.com ~ Triumph ~ 2003

CPG Data™

08/07/23 15:49  
 SCHNUCKS #118 TELEGRAPH 700331207  
 5519 OAKVILLE SH CTR  
 OAKVILLE, MO

Floor

MAKER'S MARK - 6

David ~ dvonderhaar@breakthrubev.com ~ Triumph ~ 2003

CPG Data™

08/07/23 15:48  
 SCHNUCKS #118 TELEGRAPH 700331207  
 5519 OAKVILLE SH CTR  
 OAKVILLE, MO

Floor

JIM BEAM BOURBON 80 - 20

David

CPG Data™

09/06/23 09:42  
 SCHNUCKS #176 LINDENWOOD 700326487  
 1900 FIRST CAPITOL DR  
 SAINT CHARLES, MO

Front End Cap

JIM BEAM BOURBON 80 - 30

David ~ dbrandon@breakthrubev.com ~ Triumph ~ 2002

CPG Data™

08/08/23 09:52  
 SCHNUCKS #121 WILDWOOD 700327532  
 16580 MANCHESTER RD  
 WILDWOOD, MO

Floor

MAKER'S MARK - 8  
 JIM BEAM BOURBON 80 - 13  
 KNOB CREEK BOURBON - 5  
 BASIL HAYDEN WHISKIES - 3

Joe ~ jdillallo@breakthrubev.com ~ Triumph ~ 2004

CPG Data™

08/23/23 13:01  
 SCHNUCKS #209 DES PER  
 ES CORNER 700333839  
 12332 MANCHESTER  
 SAINT LOUIS, MO

Floor

JIM BEAM BOURBON 80 - 15

Thomas ~ tfischbach@breakthrubev.com ~ Triumph ~ 2005