

On the Rocks Brand Education

**Rocco Milano: Co-Founder &
Global Brand Ambassador**

August 5th, 2022

Beam SUNTORY

Agenda

- **OTR Brand Education**
- Q3 National Program Review
- Q3 Local Incentive Review
- Closing Comments

On the Rocks

WHO WE ARE

OTR: On The Rocks™ offers a modern twist on the classic cocktail. Developed by mixologists with award-winning cocktail programs, OTR cocktails combine premium branded spirits from Beam Suntory, natural flavors, and pure creativity in one upscale, ready-to-serve product. Whether enjoying at home, on a plane, or at a picnic, OTR cocktails give consumers the convenience of bar quality cocktails created with brands they know and trust.



On the Rocks

Possessing the perfect blend of skillset, passion and industrious spirit, OTR's founders—Restaurateur, Patrick Halbert, mixologist, Rocco Milano, and entrepreneur, Andrew Gill—created ready-to-serve cocktails that would bottle bar-quality service. Get to know the award-winning line up featuring both modern and classic cocktails.

Bar Quality
No Preservatives

Spirit Based
Premium Ingredients

Natural Flavors
Multi-Award Winning



On the Rocks

THE COSMOPOLITAN

A CLASSIC & TIMELESS COCKTAIL

A wildly popular cocktail, The Cosmopolitan is a simple cocktail with a big history.

What makes it special:

- Made with imported EFFEN® vodka for exceptional smoothness.
- Often referred to as 'The Cosmo' this cocktail blends vodka, flavors of cranberry, triple sec, lemon, and lime.



EFFEN
VODKA

| 20% ABV | Sizes:

100ML (PET), 200ML (GLASS & PET), 375ML (GLASS), 750ML (GLASS)*

*750ML will be available in select markets in 2022

On the Rocks

THE AVIATION

A CLASSIC GIN COCKTAIL

A throwback from an era when airplanes were brand new and hospitality was king.

What makes it special:

- Made with Larios®, a vibrant and bright Mediterranean-style Gin.
- Classic flavors of cherry, lemon and violet for a flavorful and distinctive profile.



LARIOS
ESTD 1866

| 20% ABV | Sizes: 100ML (PET), 200ML (GLASS & PET), 375ML (GLASS)

On the Rocks

THE MARGARITA

AMERICA'S MOST POPULAR COCKTAIL¹

One of the most recognizable and sought after cocktails in the world.

What makes it special:

- We set our Margarita apart from the crowd with Hornitos® Plata Tequila.
- The Margarita offers a perfect balance between tequila, tart lime flavor and triple sec.



HORNITOS

| 20% ABV | Sizes:

100ML (PET), 200ML (GLASS & PET), 375ML (GLASS), 750ML (GLASS)*

*750ML will be available in select markets in 2022

On the Rocks

THE CLASSIC DAIQUIRI

A CLASSIC TROPICAL COCKTAIL

A simple take on the classic tropical cocktail, escape into seas of citrus.

What makes it special:

- Made with a custom blend of dark and light Cruzan® rums.
- Simple doesn't come easy; it takes a delicate touch to create something this finely balanced from a custom blend of dark and light Cruzan rums, the brightness of lime and the sweetness of cane sugar.



CRUZAN
RUM

| 20% ABV | Sizes: 100ML (PET), 200ML (GLASS & PET), 375ML (GLASS)

*200ml available late 2022

On the Rocks

THE MAI TAI

A CLASSIC TIKI COCKTAIL

A modern take on a classic TIKI cocktail.

What makes it special:

- Made with a custom blend of dark and light Cruzan® rums.
- As the old tiki adage goes, 'what one rum can't do, two rums can'. We blend light and dark rums and combine our unique blend with flavors of orange and pineapple for the perfect Mai Tai.



CRUZAN
RUM

| 20% ABV | Sizes: 100ML (PET), 200ML (GLASS & PET), 375ML (GLASS)

On the Rocks

THE JALAPEÑO PINEAPPLE MARGARITA

FUN & FLAVORFUL WITH A HINT OF HEAT

The perfect drink for those who share a love of all things hot.

What makes it special:

- Made with Tres Generaciones® Plata Tequila for an ultra-smooth profile.
- The combination of triple sec liqueur and pineapple flavor married with Plata Tequila and the heat from the jalapeno make it truly distinctive.



TRES GENERACIONES® | 20% ABV | Sizes: 100ML (PET), 200ML (GLASS & PET), 375ML (GLASS)

On the Rocks

THE MANHATTAN

A MODERN TAKE ON A CLASSIC COCKTAIL

Take it east-coast easy with this sweet and sophisticated sip.

What makes it special:

- Made with Basil Hayden® Dark Rye Whiskey for a flavor experience a hundred stories high.
- The spicy complexity of Basil Hayden® Dark Rye Whiskey is perfectly balanced with the fruity notes of sweet vermouth and the acidity of bitters. The result is a flavor experience a hundred stories high.



On the Rocks

THE OLD FASHIONED

A CLASSIC SPIRIT FORWARD COCKTAIL

Staying true to the classic recipe, this Old Fashioned cocktail is strong, balanced and simple.

What makes it special:

- Made with **KNOB CREEK®**, a Small Batch Bourbon.
- We keep our Old Fashioned strong and simple using a generous pour of **KNOB CREEK®** Kentucky Straight Bourbon Whiskey, bitters, cane sugar, orange, cherry and lemon flavors.



KNOB
CREEK

| 35% ABV | Sizes:

100ML (PET), 200ML (GLASS & PET), 375ML (GLASS), 750ML (GLASS)*

*750ML will be available in select markets in 2022

On the Rocks

THE ESPRESSO MARTINI

A RICH AND DARK TAKE ON A CLASSIC

A little dark, a little daring.

What makes it special:

- Made with imported EFFEN® vodka for exceptional smoothness.
- Rich espresso coffee liqueur entwined with ultra smooth EFFEN® vodka. There's no better way to awaken the moment.



EFFEN
VODKA

| 20% ABV | Sizes: 100ML (PET), 200ML (GLASS & PET), 375ML (GLASS)

* 200ml available late 2022

INTRODUCING

THE OTR ESPRESSO MARTINI



14/ East Region

BRAND ASSETS

Clickable Links Here & On Sell Sheet

[DAL](#)

[BrandMuscle](#)

[Sell Sheet](#)

[Sampling Guide](#)

[T&L Activation Guide](#)

The newest addition to our lineup of classic cocktails is the **OTR Espresso Martini**. A little dark and a little daring, this fan favorite is made with **rich espresso coffee liqueur** and **ultra-smooth EFFEN® Vodka**.

CAFFEINE CONTENT: approximately 3mg per 2.5 oz. serving*

**Caffeine information to be used where necessary to inform consumers vs. as a selling point.*

375ml available now, 200's and 100's available September 1

MARKETING SUPPORT

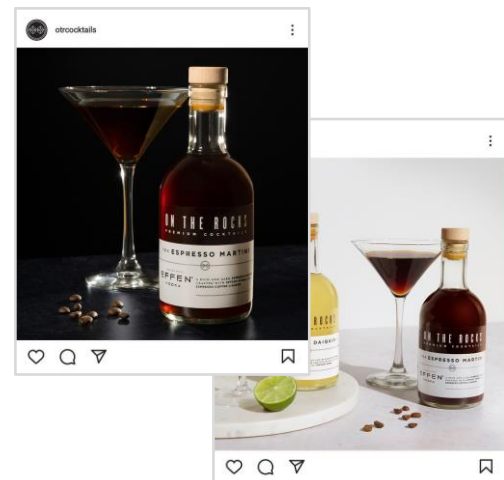
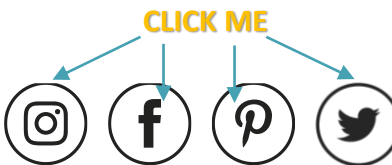
MEDIA SUPPORT

Significant media investment to help create buzzworthy moments around our introduction of the Espresso Martini.

- **E-Commerce:**
Paid efforts to drive consumer awareness and encourage trial across key retailers



- **Social Media:**
Paid and organic content to introduce the new innovation and drive awareness.



Agenda

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- **Q3 National Program Review**
- Q3 Local Incentive Review
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OTR National Program

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On the Rocks

17 / OTR Brand Training

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Pour Me Another: OTR!
Q3 MONSTER Quarterly Program

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On the Rocks

Q3 Quarterly Program: *Pour Me Another*

ON THE ROCKS

FOCUS: Increase our distribution of **On The Rocks**. “Own the floor” through display competitions to capture consumers and drive pull.

Timeframe: July 1- Sept 30

- **Tracking Timeframe:** April 1- Sept 30

- **Premise:** On/Off Indy PODs // For Display Competitions: All accounts included

- **Competition Tiers:**

- **Distribution Goals** (to be released Monday)

- **Perfect Store/PODs = Off Premise**

- **6 OTR PODs in the same account = Perfect**

- **Sizes:** 200ml & 375ml- **SIZING VARIATION COUNTS**

- **Example:** Sell 200ml & 375ml PODs of Old Fashioned = 2 PODs sold

- Goal is based on TOP 85% of KPI Universe Accounts

- **POD Chase = On Premise**

- All PODs sold

- **Sizes:** 100ml, 200ml & 375ml

- **TDL Channels:** Lodging & Recreation TOP 85% of Total Universe (not KPI)

- The **Top** Performing Market by Tier and PREMISE will win **\$\$\$!!**

- **Tier 1 Markets:** 1st Place Off Premise = **\$15,000**; 1st Place On Premise = **\$15,000**

- **Tier 2 Markets:** 1st Place Off Premise = **\$12,500**; 1st Place On Premise = **\$12,500**

- **Tier 3 Markets:** 1st Place Off Premise = **\$10,000**; 1st Place On Premise = **\$10,000**

- **Tier 4 Markets:** 1st Place Off Premise = **\$7,500**; 1st Place On Premise = **\$7,500**

- ****Quarter KICKER**:** Achieve BOTH your Off Premise and On Premise goals earn **\$5**

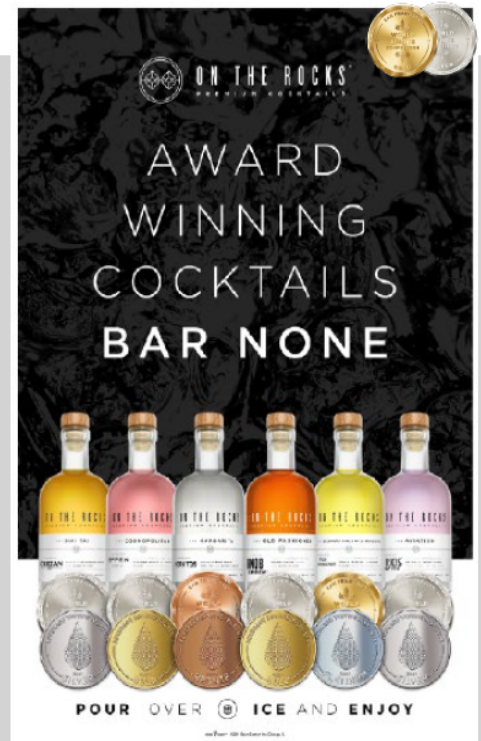
- Tier 1 & 2 Markets: **\$5,000**; Tier 3 & 4 Markets: **\$3,500**

- **Display Competition Tiers:**

- **MOST Displays by Tier:** One Winner per Tier will win **\$2,000** based Q3 KPI Display goals minimum **5cs** displays

- **Market Display:** One Display per market based on Size, sku variety and creativity will be awarded **\$1,000**

We have over
\$450,000
available to earn on
OTR in Q3!





On the Rocks

Market	OFF PREMISE						ON PREMISE				
	Total # Accounts in KPI Saleable Universe OFF	Accs +6 PODS	Goal	Act PODS	Bal	% Ach	Total # Accounts in ON	Goal	Act PODS	Bal	% Ach
Ohio Low Proof	3,336	78	1,600	503	(1,097)	31.4%	210	88	42	(46)	47.7%
Oklahoma	630	25	1,206	169	(1,037)	14.0%	201	172	79	(93)	45.9%
Arizona	371	56	603	404	(199)	67.0%	482	174	210	36	120.7%
Kentucky	744	38	1,266	242	(1,024)	19.1%	153	102	49	(53)	47.9%
Washington	303	23	552	179	(373)	32.4%	292	200	160	(40)	80.0%
NV - SGWS	466	61	603	505	(98)	83.7%	285	175	144	(31)	82.3%
Delaware	291	47	760	359	(401)	47.2%	98	41	22	(19)	53.7%
Nebraska	445	27	597	197	(400)	33.0%	99	59	11	(48)	18.6%
Tier 3 Total	6,586	355	7,187	2,558	(4,629)	35.6%	1,820	1,011	717	(294)	70.9%

On the Rocks

OTR Display Competition Rules

MOST Displays (1 per Tier)	
Description and Required Elements	<p>Tier competition for most displays vs. goal executed in market</p> <ul style="list-style-type: none"> • Minimum 4 variants on display • Current ON BRAND POS incorporated • 5 physical cases on Display 
Prize / Winner	\$2,000 (1 winner per tier)

Market Impactful Display Contest(1 per Market)	
Description and Required Elements	<p>Impactful Display Contest within each market (top qualitative display).</p> <ul style="list-style-type: none"> • Multiple variants incorporated in display 
Prize / Winner	\$1,000 (1 winner per market)

Bonus Points (scoring):	<p>ALL categories will receive bonus points for the below (displays will be scorecarded against these):</p> <ul style="list-style-type: none"> • +5 pts: Displays with 4+ variants <ul style="list-style-type: none"> • Additional +2pts if 6 or more variants are displayed • +5 pts: Multiple sizes are included in display • +5 pts: for each additional store location OTR is displayed <ul style="list-style-type: none"> • Priority Locations: Wine Section, Front of Store, Out of Category Section, Cold Box • +8 pts: 100ml placement using POS or within small size section (i.e. crates, baskets, counter displays); 3 variants included
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We have over
\$450,000
 available to earn on
 OTR in Q3!

Q3: On The Rocks – Travel & Leisure



Timing: July - Aug

Concept: Drive OTR in priority channels, focusing efforts on Travel & Leisure

KPIs: Off-Prem – Distribution & Display

“Hotels report being understaffed amid 'revenge travel' phase of pandemic” – Yahoo Finance

- “After laying off or furloughing tens of thousands of employees during the height of the pandemic, the hospitality industry is struggling to find staff during the peak summer travel season”.
- More than 130,000 positions are open nationwide - understaffing may negatively affect hotel results, guest experiences, and customer loyalty
- Bars are closing earlier but customers still want quality craft cocktails
- **On The Rocks is the perfect WIN-WIN solution for Hotels, Consumers, SGWS, and BSI**

[Yahoo Article Link](#)

Off Premise



- Q2-Q4 OTR [Rewards Shopper Program](#)
- Evergreen Display & Print
- Suite of tools to support multiple locations in-store



4-Shelf Cyclone Rack
Quantity: 15



6-Bottle Counter Unit
Quantity: 10



Branded Golf Balls
Quantity: 48

On Premise/Non-Premise



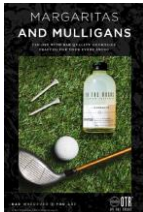
GOLF COURSE OPPORTUNITIES

Clubhouses, Beverage Carts, Halfway Houses & Banquets, Convenient Store/Local Market



SUPPORTING ACTIVATIONS

Printed Menus, Sampling Events, Event Sponsorships, On-Prem Serve Bundles, Pos Materials



HOTEL & RESORT OPPORTUNITIES

Lobby Bar, Grab-and-go Markets, Room Service, In-Room Mini Bar, Hotel Check-in/Lobby Sampling Pop-up For Those Headed In/Out Of The Hotel, Hotel Restaurants



SUPPORTING ACTIVATIONS

Printed Menus, Sampling Events, Event Sponsorships, On-Prem Serve Bundles, POS Materials



POOL OPPORTUNITIES

Grocery/Convenient Store/Local Market, Poolside Bar, Resort Bar/Spa And Lounge, Poolside Sampling Pop-up



SUPPORTING ACTIVATIONS

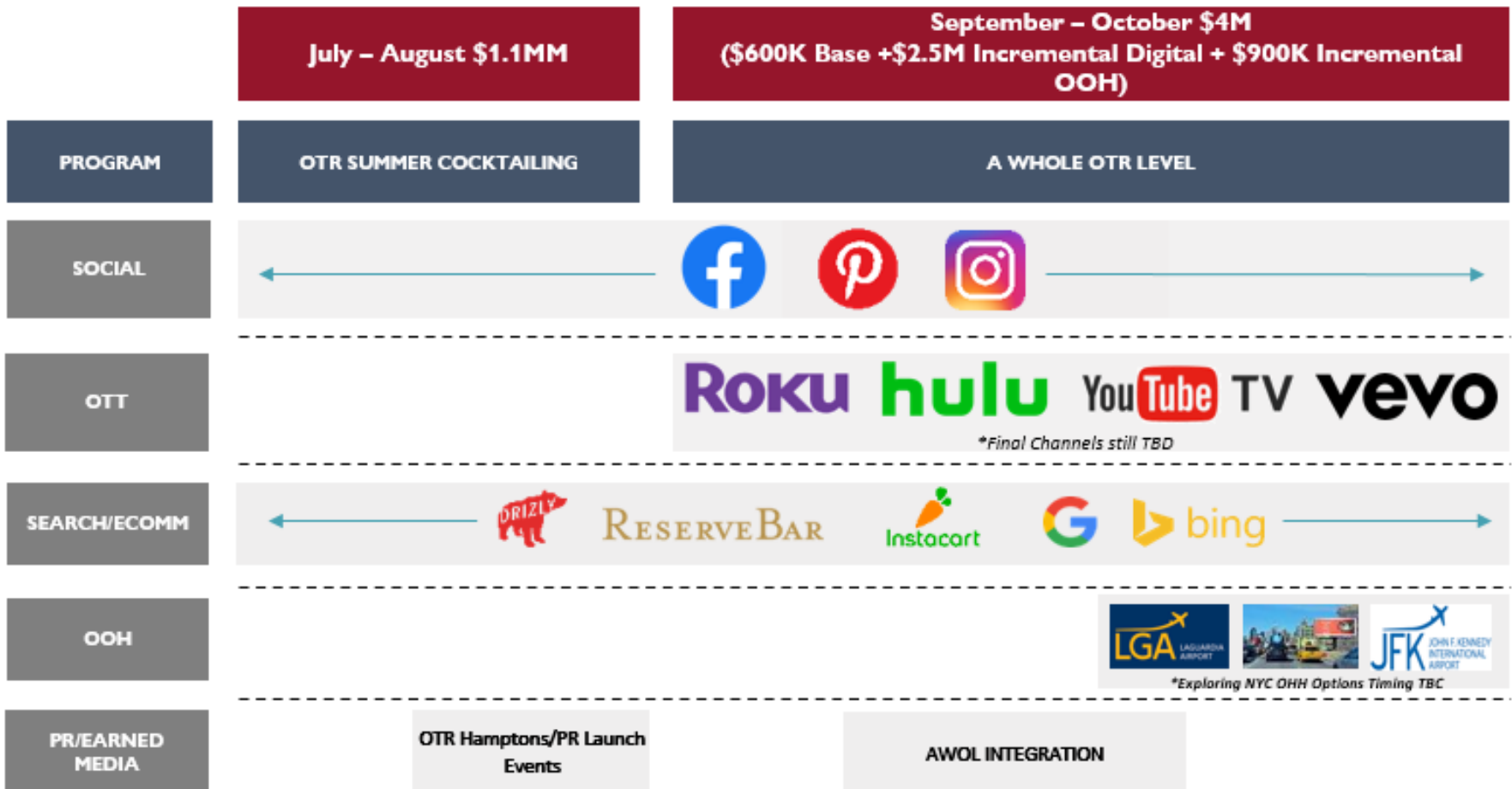
Printed Menus, Sampling Events, Event Sponsorships, On-Prem Serve Bundles, POS Materials



We're Investing \$5.1MM in H2 Media Across Key Channels

12X Media Spend in H2 2022 vs H1 2022

H1 Media Spend = \$412K



22 / East Region

**Pending recommendation*

On the Rocks

OFFERED POS



SHELF TALKER



AISLE BLADE



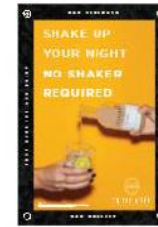
FLOOR GRAPHIC



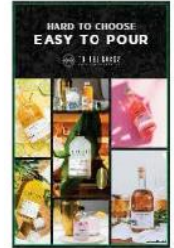
COOLER CLING



BOTTLE NECKER



POSTER



CASE CARD



ESPRESSO MARTINI
SHELF TALKER



ESPRESSO MARTINI
CASE CARD LUG ON



750 + 375
CASE CARD



750 + 375
SHELF TALKER



BASE WRAP



APK ARTWORK



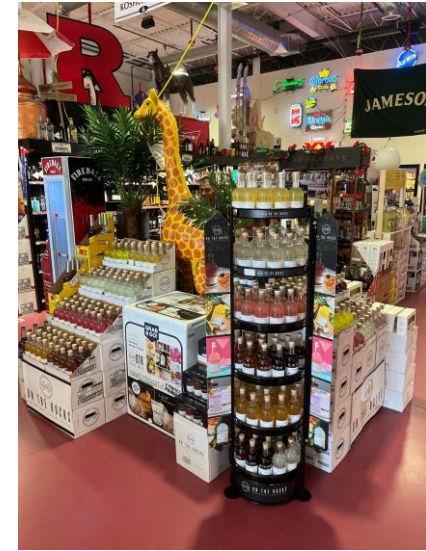
OTR East Region Mass Displays



Bottle Republic Main End Cap



NJ Joe Canals Lawrenceville



NJ Adelphia's Wine & Liquor



NJ Wine Outlet



Florida Leuken's Tampa 100cs

OTR East Region Mass Displays



NJ Witty's 100 Case Display



OHLP Kroger Columbus #853



MA Oakdale Liq Mass Display



NJ Kelly's Liquors 100 Case Display



OHLP Kroger Columbus #538



Metro New York Q2 Sweeps Pics

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On The Rocks Q3 Incentive

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Q3 On The Rocks Local Incentive

Off Premise Program Details:

- **Distribution Incentive:**
 - Sales Rep earns \$15 per YTD Unsold POD (From National Program Target List)
 - \$25 Kicker when account achieves 6+ PODs in Q3 (Target List)
 - Promos:
 - Buy 1 cs Daquiri 375mls, 1 cs Daquiri 200ml get 1 cs Combo 200ml for \$1 1xtouch
 - Buy 1 cs of OTR 200ml & get 1 btl JBW 175 for \$5 1xtouch
- **Display Incentive:**
 - 5+ case Display earn \$75
- **Cold Box Incentive:**
 - \$25 per Cold Box Placement
- **DM Incentive:**
 - \$750 DM Bonus if National Program is Achieved



On Premise Program Details:

- **Distribution Incentive:**
 - \$40 per POD YTD Unsold (From National Program Target List)
 - Promo: Buy 1 case OTR 200ml get 1 btl Jim Beam White Liters for \$1
- **DM Incentive:**
 - \$500 DM Bonus if National Program is Achieved

Variety Packs



Taste of The Tropics 4x200ml

- Huge upside opportunity for revenue and displays
- Marg, Mai Tai, JPM, Daquiri
- MSRP: \$25.99
- **\$119.83/cs 2 case QD**
- **Available Inventory: 115 cases**



6x10 100ml Variety Pack

- Marg, Aviation, OF, MT, JPM, Cos
- **MSRP: \$21.99**
- **\$166.24/cs 1 case QD**
- **\$120/cs 2 case QD**
- **Available Inventory: 67 cases**



6x6 200ml Variety Pack

- **Marg, Cosmo, Aviation, OF, Mai Tai, JPM**
- **MSRP: \$39.99**
- **\$179.75/cs 2 case QD**
- **Available Inventory: 349 cs**



6x8 200ml Variety Pack

- Marg, Cosmo, Aviation, OF, Mai Tai, JPM
- **MSRP: \$39.99**
- **Pricing: \$239.66/cs 2 cs QD**
- **Available Inventory: 242 cases**



Coming in Q4: Winter Collection Variety Pack

- Cosmo, Espresso Martini, OF, Aviation
- Sizes: 4x200ml
- In-Field: 9/1
- MSRP: \$25.99

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Calls to Action

- **Drive Distribution in Target Accounts for Q3 National Program**
- **On Premise: Target Travel & Leisure Accounts**
- **Think Outside the Box for Activation**
 - **Festivals, Non-Premise Events, & Sampling Opportunities**
- **Drive Volume with Seasonal LTOs**
- **Gain Key Cold Box placements & Displays in high traffic areas**

THANK YOU



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