

April GSM

April 8th , 2022

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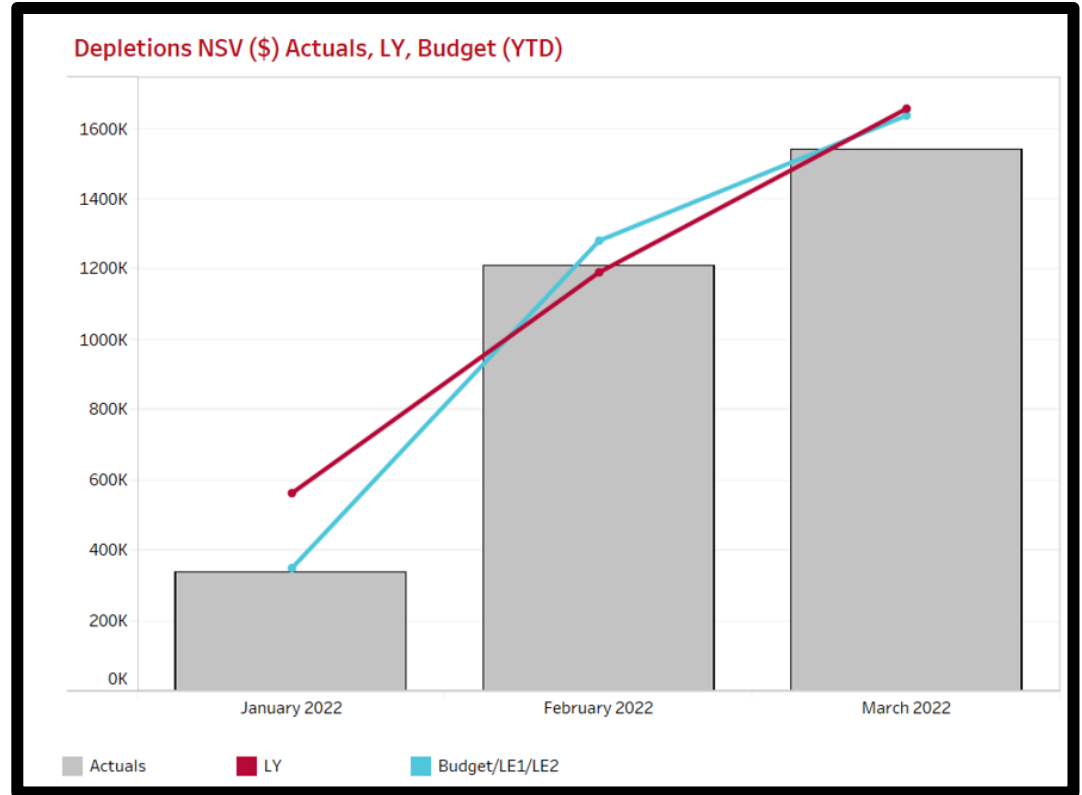
Agenda

- **Q1 Results**
- Q2 Priorities
- Q2 KPIs, GSC, & Incentive Goals
- Innovation Launch
- VAPS, AOE & Closing Comments

Q1 Results

YTD Results:

- NSV: \$3,090,271
 - -5.53% vs Plan
 - -9.49% vs LY
- 9L Depletions: 26,599
 - -8.52% vs Plan
 - -14.31% vs LY



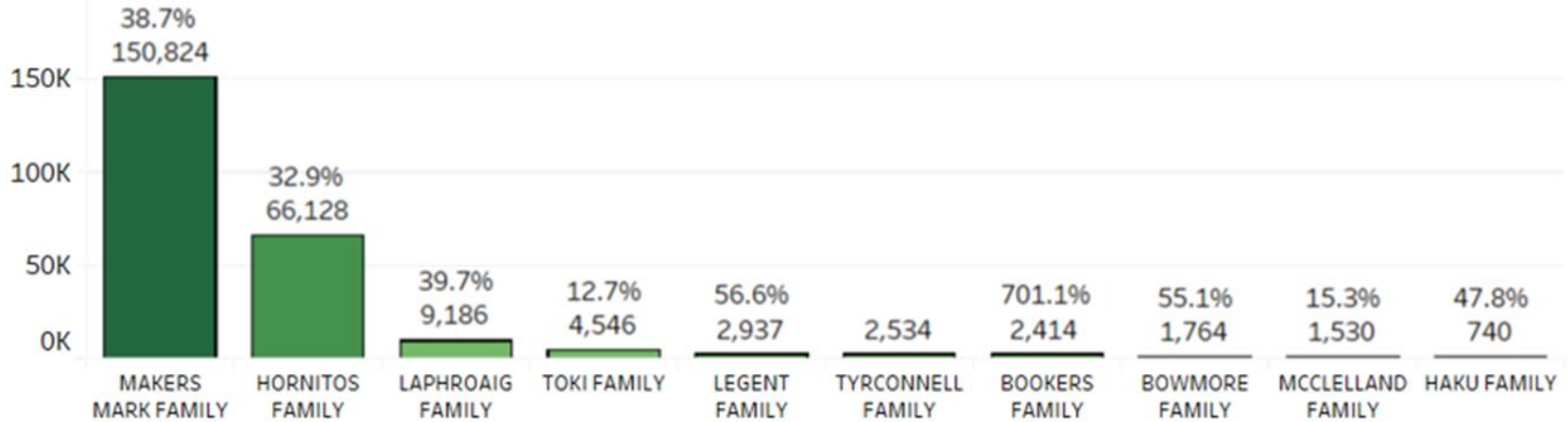
- 100% ACV KPI Execution
- 100% GSC Achievement
- 100% Completion on National Programs
 - Uno, Dos, Tres
 - Perfect Bar
- Academy of Excellence 100% Sales Rep +200pts

Q1 Results

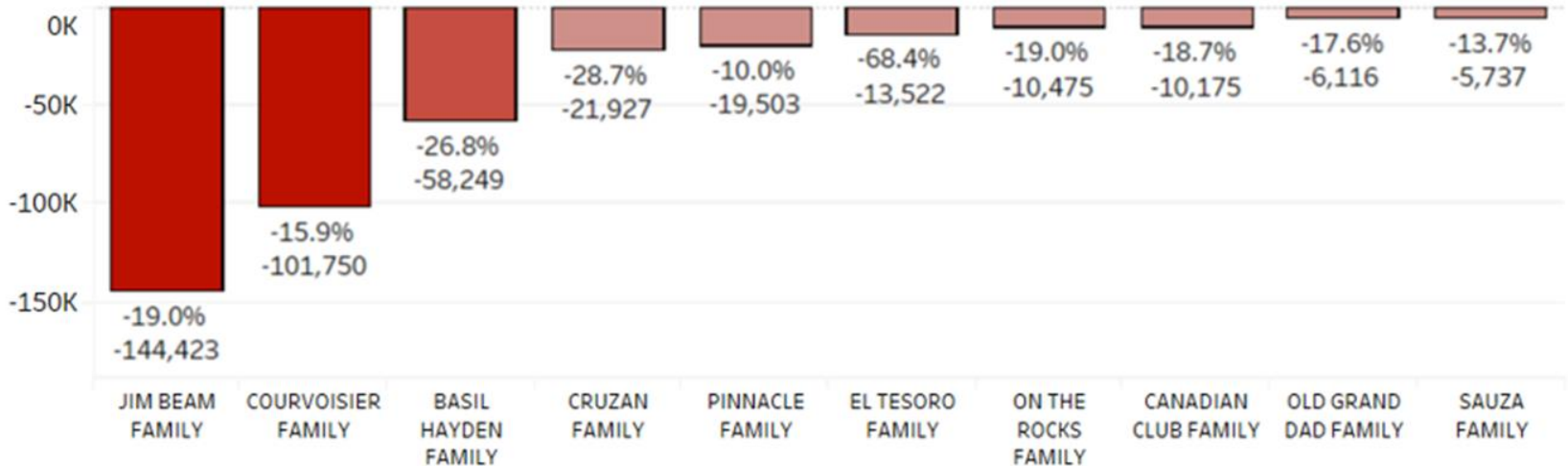
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TOP 10 Brand Family by Depletions NSV (\$) Δ Budget



BOTTOM 10 Brand Family by Depletions NSV (\$) Δ Budget



Brand Level
Brand Family

Top/Bottom
10

Agenda

- Q1 Results
- **Q2 Priorities**
- Q1 Incentive Update
- Innovation Launch
- VAPS, AOE & Closing Comments

Q2 Priorities

- 100% KPI Execution
- 100% GSC Execution
- 100% Achievement Q2 National Program
- On The Rocks
- Drive Truly Innovation Launch
- Continue Success of Perfect Bar Program
- Drive Hornitos RTD Can Distribution
- Capitalize on New Flavors & Variety Pack
- Academy of Excellence Course Completion

Agenda

- Q1 Results
- Q2 Priorities
- **Q2 KPIs, GSC & Incentive Goals**
- Innovation Launch
- Key Deals, VAPS, Closing Comments

Q2 GSC KPI Goals

H1 Menus	Menu Goal
2022 Sipsmith Family	17
2022 Courvoisier Family	10
2022 Prem+ Tequila	120
2022 House of Suntory	40
2022 Legent	10
2022 Knob Creek Rye	20
2022 Maker's Mark Family	135
2022 Basil Hayden Family	75

Q2 On Premise EKPI Execution	Goal
Social Media	4
Digital Messaging	3

Q2 Displays	Display Goal
2022 Sipsmith Family	2
2022 Tres Gen Family	8
2022 Hornitos Family	45
2022 House of Suntory	3
2022 Truly Vodka	40

Q2 Off Premise EKPI Execution	Goal
Digital Shelf	3
Digital Messaging	4

Q2 RTD Execution	Goal
OTR - Floor Display	25
OTR - Coldbox	10
Quarterly Total	35

Q2 Shelves	Shelf Goal
Hornitos (Adjacency)	220
Hornitos (Location)	
Tres Gen (Adjacency)	
Tres Gen (Location)	
Truly (Adjacency)	
Truly (Location)	
Toki (Location)	
Roku	
Sipsmith (Adjacency)	
Sipsmith (Location)	

Q2 ACV KPI Goals

Q2 ACV Off Premise	Goal
JB Flavors	255.00
House of Suntory	111.15
Hornitos Family	160.00
Tres Gen Family	95.00
On The Rocks Family	185.00
Hornitos RTD	90.00
Truly Vodka	50.00

Q2 ACV On Premise	Goal
Maker's CS & 46	55.00
Legent	8.00
House of Suntory	21.00
Hornitos Family	52.00
Tres Gen Family	34.00
Sipsmith Family	10.00

Reminder: ACV Goals start from 0; no longer based on R12 sales history

Q2 National Program

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Q2 National Program Update

On To Right NOW: **OTR!** was slated to start in May, we have decided there is *no time like the present* and will kick off **OTR** April 1.

- Distribution Program Details
 - **Dates:** April 1 – June 30
 - There is NO unsold period
 - **Off Premise:** Perfect Store = MINIMUM 4 Flavors sold into same store
 - **GOAL** = 35% of the universe
 - Complete Active KPI Universe
 - POD = **1 CASE per Flavor**
 - **On Premise:** POD Chase
 - **GOAL** = 25% of the sub universe
 - Select TDL Channels in Active KPI Universe = Bar/Nightclub (ex. Premium accts); Lodging, Caterer, Recreation, Transportation
 - POD = **1 CASE**
- Display layers of the program- Ultimate Store, OTR Tier Display, and Market Display levels- all Accounts in market are in scope.

Q2 On The Rocks Local Incentive

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• Off Premise Program Details:

- *Distribution Incentive:*
 - Sales Rep earns \$10 per POD (1 case)
 - \$25 Kicker: Sell 6 Flavors to Account
- *Display Incentive:*
 - Sales Rep earns \$50 per 3 case display
 - \$25 Kicker for Rack Placement
- *Cold Box Incentive:*
 - \$25 per Cold Box Placement

• On Premise Program Details:

- *Distribution Incentive:*
 - Sales Rep Earns \$20 per POD (1 case)
 - Promo: Buy 1 case 200ml get 2 liters Makers Mark for \$1



Q2 Perfect Bar Program

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Perfect Bar: Goals

***Updated Q2 Goals still pending**

Program Baseline: To build out the program goal we bench marked your POD sales on the 'brand/sku groups' using Q3 2021. On the tracker you can see we have included the "Average PODs Sold Q3 2021" as a reference point for you. The national average was 2 PODs.

Perfect Bar is meant to focus on Priority Sku presence on the back bar, compliment our KPI Menu goals and drive our premiumization goals in the First-Class incentive.

Market	Active Universe	Average PODs Sold Q3 2021	Goal	Goal % of Universe	Q1 Ach Perfect Bar	Bal	% Ach to Goal
AR - SGWS	457	1	90	19.6%	71	(19)	79.2%
Colorado	2,224	2	425	19.1%	351	(74)	82.7%
Illinois	6,234	2	1,246	20.0%	1,218	(28)	97.8%
Indiana	2,063	3	406	19.7%	216	(190)	53.2%
Louisiana	2,345	2	450	19.2%	240	(210)	53.4%
MN - SGWS	942	2	182	19.3%	114	(68)	62.6%
Nebraska	1,001	2	207	20.7%	95	(112)	45.8%
North Dakota	574	2	113	19.7%	56	(57)	49.5%
Oklahoma	606	2	118	19.4%	115	(3)	97.6%
South Dakota	596	2	116	19.4%	63	(53)	54.5%
Central Region	17,042	2	3,352	19.7%	2,539	(813)	75.8%
Delaware	584	3	113	19.3%	129	16	114.6%
Florida	7,302	3	1,410	19.3%	834	(576)	59.2%
Kentucky	948	4	183	19.3%	215	32	117.6%
Maryland	1,309	2	261	19.9%	150	(111)	57.6%
Metro NY	6,536	2	1,288	19.7%	320	(968)	24.8%
Upstate NY	3,448	2	704	20.4%	171	(533)	24.3%
Washington DC	513	3	96	18.7%	71	(25)	74.0%
East Region	20,640	3	4,054	19.6%	1,890	(2,164)	46.6%
Alaska	593	2	116	19.6%	85	(31)	73.0%
Arizona	2,520	3	483	19.2%	574	91	118.8%
Northern California	5,339	2	1,082	20.3%	486	(596)	44.9%
Southern California	6,103	3	1,232	20.2%	1,083	(149)	87.9%
Hawaii	717	2	136	19.0%	60	(76)	44.1%
NV - SGWS	1,337	1	259	19.4%	284	25	109.5%
New Mexico	518	3	98	19.0%	145	47	147.4%
Washington	2,986	3	563	18.8%	686	123	121.9%
West Region	20,113	2	3,970	19.7%	3,403	(567)	85.7%
Total	57,795	2	11,376	19.7%	7,832	(3,544)	68.8%

Agenda

- Introduction
- Q1 KPI Updates
- Q1 Incentive Update
- **Innovation Launch**
- VAPS, AOE & Closing Comments

Truly Innovation Program

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Off-Premise Program Overview

Timing:

- April 1st – June 30th POD Incentive
- April 1st – June 30th Display Incentive

Brands: Truly Vodka (Strawberry Lemonade, Pineapple Mango & Wild Berry)

Objective: Execute Aggressive 60-day Innovation launch and target cross-promotion with Truly Seltzers

Off Premise Details:

House POD Goal: 350

Reps earn \$50 per combo sold (Buy 3 btls of Each flavor 750ml get 1 sleeve of each flavor 50ml for \$1)

Additional Promo to Target Displays: Buy 2 cases of each flavor 750ml get 2 cases JBW 1.75 for \$60 each

Display Incentive: Rep earns \$50 per 5 case display

DM Payout: If we achieve 350 POD goal earn \$750 each

On-Premise Program Overview

Timing: April 1st – June 30th

Brands: Truly Vodka (Strawberry Lemonade, Pineapple Mango, & Wild Berry)

Objective: Execute Aggressive 60-day Innovation Launch & target cross promotion with Truly Seltzers

On Premise Details:

House POD Goal: 75

Rep Incentive: Sale Rep earns \$25 per POD + \$10 Kicker for Menu placement

Promo: Buy 1 btl any flavor get 1 btl JBW 1.0L for \$5

DM Incentive: If team achieves house goal earn \$500 each



Hornitos RTD Off Premise Incentive

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Off-Premise Program Overview

Timing:

- April 1st – June 30th

Brands: Hornitos RTD Cans (Lime, Mango, Pineapple, Passion Fruit, Ranch Water & Variety Pack)

Objective: Lap Aggressive Q2 2021 Launch Volume with Local Incentive to Drive Distribution & Volume

Off Premise Details:

Reps earn \$10 per POD (YTD Unsold)

Kicker: Sell an Account 5+ Types Hornitos RTD earn \$25 Bonus

Promo: Buy 1 case each Lime, Mango, Passion Fruit, & Pineapple get 1 case Hornitos Variety Pack for \$1

Ranch Water Promo: Buy 1 case get 1 btl Hornitos Plata 750ml for \$1

Display Incentive: Rep earns \$25 for 5 case Display or Rack Placement (Photo Submission to DM Required)








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Off-Premise VAP's

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	CC 1.75 w/ 2 50ml CC Apple	Hornitos Repo 750ml w/ Shot Glass	Hornitos Plata 750ml w/ Shot Glass	HR Plata 1.75 w/ 200ml Repo	HR Repo 1.75 w/ 200ml Plata
					
	Timing: May	Timing: April	Timing: April	Timing: April	Timing: April
QTYs	400	40	40	90	90

Off-Premise VAP's

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	JBW 1.75L + 2x50ml JB Orange HH	JB Orange 750ml Highball VAP	Maker's 750ml Summer Throw
			
	Timing: March	Timing: April	Timing: May
QTYS	520	50	50

Academy of Excellence

Name	State	Area	Email	Aoe Credits Earned
Souza, Michelle	Delaware		MSOUZA@SGWS.COM	0
Oberholzer, Brad	Delaware		BRADLEY.OBERHOLZER@SGWS.COM	0
pace, mike	Delaware		MIKEPACE@SGWS.COM	0
Hawke, Stephanie	Delaware		SHAWKE@SGWS.COM	0
quirk, paul	Delaware		PQUIRK@SGWS.COM	0
rife, charles	Delaware		CRIFE@SGWS.COM	0
Alfaro, Carlos	Delaware		CARLOSMALFARO@SGWS.COM	0
Phipps, Jaime	Delaware		JAIMEPHIPPS@SGWS.COM	0
Stevenson, Jon	Delaware		JSTEVENSON@SGWS.COM	0
McGovern, Ed	Delaware		EDMCGOVERN@SGWS.COM	0
Shukitt, Joseph D.	Delaware		JSHUKITT@SGWS.COM	0
Miller, Harvey James	Delaware		HJMILLER@SGWS.COM	0
Van Horn, Laurie	Delaware		LAURIEVANHORN@SGWS.COM	0
Aiello, John	Delaware		JAIELLO@SGWS.COM	0
Maule, Amy	Delaware		AMAULE@SGWS.COM	0
Ablao, Fritz	Delaware		FRITZ.ABLAO@SGWS.COM	0
Ameen, Faheem N.	Delaware		FAMEEN@SGWS.COM	0
Albert, Kristin	Delaware		KALBERT@SGWS.COM	0
Schaerer, Eric	Delaware		ESCHAERER@SGWS.COM	0
Palka, John	Delaware		JOHN.PALKA@SGWS.COM	0

Silver	100 - 149 credits
Gold	150 - 199 credits
Platinum	200 + credits

**Updated 04/04*

Calls to Action

- **Drive Volume to Close H1 Strong & Achieve Champions Club!**
- **On Premise: Drive Core Brands & Perfect Bar Execution**
- **100% KPI Execution**
- **Drive Innovation, LTOs & VAPs**
 - **Best in Class Truly Display Execution**

THANK YOU



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