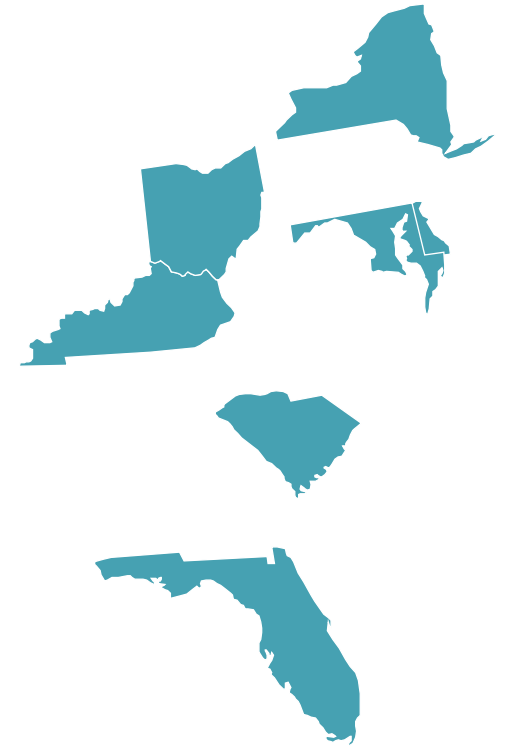




Delaware Q2 2022 QBR

June 16th, 2022





Opening Comments

Jim Miller & Nicole Letcher

Agenda

- Opening Comments
- 2022 Priorities
- YTD Performance & H1 Outlook
- Brand Scorecards & 6 Things
- Closing Comments

2022 Priorities



YTD Performance Against 2022 Key Deliverables



Deliver Financials

- **May YTD ACT: \$5.38M NSV; -7.87% NSV vs. Plan / -8.83% NSV vs LY**
- **Performance driven by: (top 5 decliners)**
 - Courvoisier Family \$797K NSV; -26.2 % vs Plan / +2.4% vs LY
 - Hibiki Family \$0 NSV; -100% vs Plan / -100% vs LY
 - Basil Hayden Family \$271K NSV; -27.2% vs Plan / -14.1% vs LY
 - On the Rocks \$89K NSV; -35.2% vs Plan / +3.1% vs LY
 - Truly Family \$32K NSV; -46.7% vs Plan



Drive Share

- **May YTD Average \$112.73 NSV/9L per case +\$0.77 vs LY; -\$2.91 vs Plan (due to soft mix April/May & CV Family decline vs. Plan)**
- **BSI vs House YTD: -7.5% vs House; Off Premise -8% vs House; On Premise +1.1% vs House**
- **H1 GP Outlook +0.13% vs Plan**



7 Things Future Thing All Other

- **7 Things YTD: \$4.04M NSV; -5.95% vs Plan; +3.9% vs LY**
- **Future Thing YTD: \$5883 NSV; +.97% vs Plan; +31.2% vs LY**
- **All Other YTD: \$1.34M NSV; -13.43% vs Plan; -33.7% vs LY**



Win On Premise

- **On Premise Priority Brands YTD: \$441K NSV; +36.2% vs LY**
- **Brand Drivers:**
 - Makers Mark Family: \$160K NSV; +50.3% vs LY
 - Jim Beam Family: \$97K NSV; +23.3% vs LY
 - Hornitos Family: \$75K NSV; +11.2% vs LY

2022 Business Priorities

- **40 – 30 – 10**
 - **Pricing (40%)**
 - Drive Value over Volume
 - Further American Whiskey Pls scheduled for Q3 (review on slide 7)
 - **OTR (30%)**
 - Need to Solve for Costco 200ml Club Pack Volume loss (lapping 614 9L cases June – Dec 2021)
 - **Truly (10%)**
 - Maximize distribution opportunities in Off Premise; drive trial through sampling & execute aggressive 1.75 Launch
- **Drive Innovation & LTO Items**
 - Drive OTR, RTD, & Truly
 - Target Placements in High ACV accounts
 - Deplete all High NSV Q2 LTOs
- **Control the Controllables**
 - Navigate Supply Chain challenges by focusing on SKUs that are in stock
 - Achieve 100% Completion on all KPIs
 - GSC
 - Q2 OTR & Perfect Bar National Program
 - Q2 ACV On & Off Premise Channels

2022 Price Increases

Hornitos	
Pricing Group	Price Incr.
Hornitos Anejo 80-750-12	\$2.00
Hornitos Blk Barrel 80-750-12	\$2.00
Hornitos Anejo Crist 80-750-12	\$2.00
Hornitos Plata 80-1750-6	\$3.00
Hornitos Plata 80-750-12	\$1.00
Hornitos Plata 80-375-12	No Action
Hornitos Plata 80-200-24	No Action
Hornitos Reposado 80-1750-6	\$3.00
Hornitos Reposado 80-750-12	\$1.00
Hornitos Reposado 80-375-12	No Action
Hornitos Reposado 80-200-24	No Action

Courvoisier	
Pricing Group	Price Incr.
Courvoisier VS 80-1750-6	\$4.00
Courvoisier VS 80-750-12	\$1.00
Courvoisier VS 80-375-12	\$1.00
Courvoisier VS 80-200-24	\$1.00
Courvoisier VSOP 80-750-12	No Action
Courvoisier XO 80-750-6	\$10.00

House of Suntory	
Pricing Group	Price Incr.
Hakushu 18YO 86-750-6	\$85.00
Hibiki 21YO 86-750-6	\$125.00
Hibiki Japan Harmony 86-750-6	\$4.00
Suntory Toki 86-750-6	\$2.00
Yamazaki 18YO 86-750-6	\$85.00
Yamazaki 25YO 86-750-6	\$500.00

Tres Gen	
Pricing Group	Price Incr.
Tres Gen Anejo 80-750-6	\$7.00
Sauza Tres Gen Repos 80-750-6	\$8.00
Sauza Tres Gen Plata 80-750-6	\$2.00

American Whiskey	
Pricing Group	Price Incr.
Basil Hayden 80-750-12	\$1.00
Basil Hayden's 80-1750-6	\$2.00
Knob Creek 100-1750-6	\$4.00
Knob Creek 100-375-12	\$2.00
Knob Creek 100-750-6	\$3.00
Knob Creek Rye 100-1750-6	\$4.00
Knob Creek Rye 100-375-12	\$2.00
Knob Creek Rye 100-750-6	\$3.00
Maker's Mark 90-1750-6	\$4.00
Maker's Mark 90-750-12	\$2.00

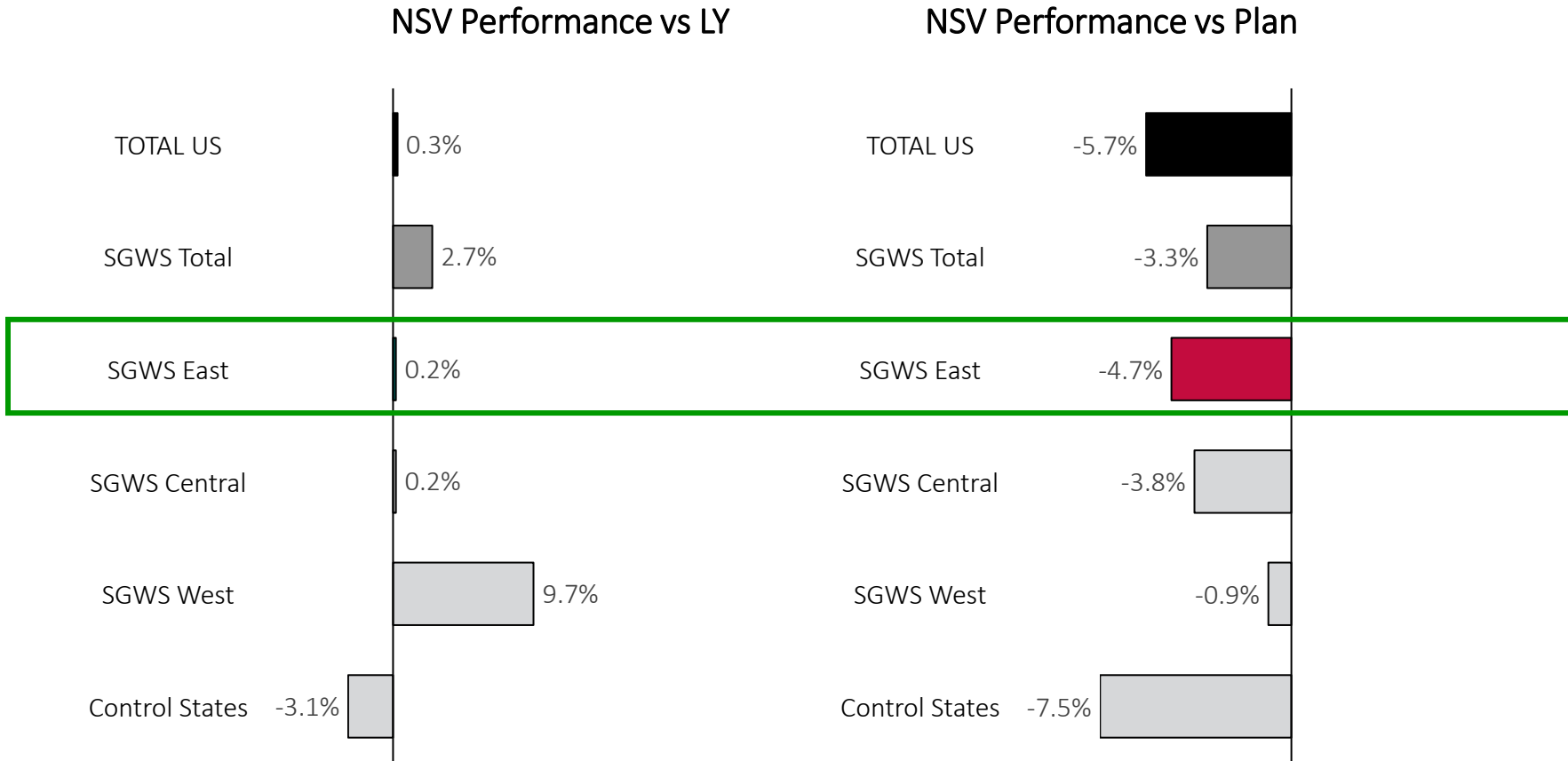
- Hornitos, Courvoisier & Tres Gen Plata Effective July 1st
- House of Suntory, Tres Gen Repo/Anejo PPI effective June 1st
- American Whiskey Target Effective Date September

YTD Performance & YTG Outlook



SGWS Overall Performance by GBU

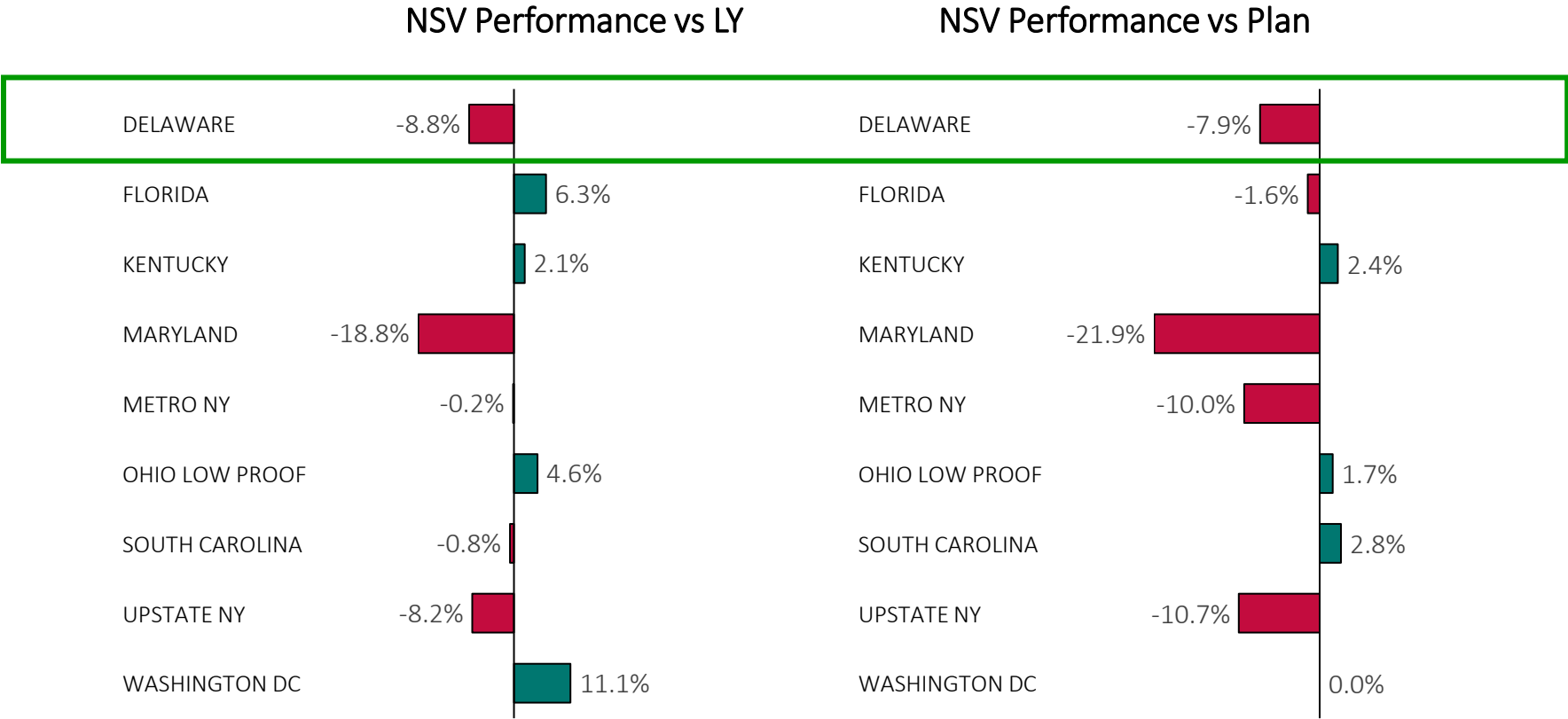
YTD May NSV Actuals



SGWS East excludes MoCo & DTC

SGWS East: Overall Performance

YTD May NSV Actuals



SGWS East excludes MoCo & DTC

Delaware: Commercial Scorecard

May YTD Act Performance vs. Plan, LY%, TDS, & House

Financial Delivery	YTD (\$000's)	YTD \$ vs Plan (\$000's)	YTD % vs LY	
Deliver Depl NSV Plan	\$5,386	-\$460	-8.8%	●
Deliver Depl GP Plan	\$2,732	-\$142	-0.2%	●
7 Things + Seed	\$4,061	-\$251	4.3%	●
Maker's Mark	\$938	\$138	9.9%	●
SP Whiskey	\$544	-\$92	-4.5%	●
James B Beam	\$1,098	-\$3	-0.9%	●
Premium+ Tequila	\$505	\$27	18.6%	●
House of Suntory	\$84	\$12	27.0%	●
CV	\$798	-\$283	2.4%	●
OTR	\$89	-\$48	3.1%	●
Sipsmith	\$6	\$0	31.2%	●
All Other	\$1,325	-\$209	-34.2%	●
Prem+ NSV/cs	\$184.59	-\$2.55	1.0%	●
+60% Prem+ Porfolio	62.5%	-2.1%	6.5%	●
	YTD % vs LY	FY Plan % vs LY	Var	
OPPB	36.5%	21.3%	15.2%	●

*Rates reported in 9lcs RTD Adjusted

Nielsen 13W	Beat Competition	BSI vs. LY%	TDS vs. LY%	Shr Chg
	Total	-10.3%	-16.5%	0.6 ●
	Prem +	-8.7%	-17.3%	0.7 ●
Nielsen 13W	Beat Competition	JB Mid vs LY	AW-Mid vs LY	JB MID vs AW-MID
	JB vs AW-MID	-12.6%	-12.0%	-0.6 ●
House 3M	Total Premise	BSI vs. LY%	TDS vs. LY%	Shr Chg
	Total	-7.4%	-1.3%	-1.2 ●
	Prem +	2.3%	1.1%	0.2 ●
	JB vs AW-MID	9.8%	16.6%	-4.6 ●
	On Premise	BSI vs. LY%	TDS vs. LY%	Shr Chg
	Total	19.9%	15.3%	0.6 ●
	Prem +	33.3%	20.7%	1.1 ●
	JB vs AW-MID	21.1%	21.7%	-0.9 ●
	Off Premise	BSI vs. LY%	TDS vs. LY%	Shr Chg
	Total	-10.8%	-3.9%	-1.5 ●
Prem +	-1.6%	-2.6%	0.2 ●	
JB vs AW-MID	8.9%	16.2%	-4.9 ●	

- DE Forecasted to finish H1 -0.09% NSV vs LY / -3.28% vs Plan; +0.13% GP vs Plan
- Q2 Forecast +6.28% NSV vs LY / ++0.11% NSV vs Plan
 - DE will achieve GP Target for Champion's Club Qualifier
 - Will achieve OPPB Target & 100% KPIs in both Channels

Delaware: Champion's Club Target

H1 DGP Target: \$4.13M

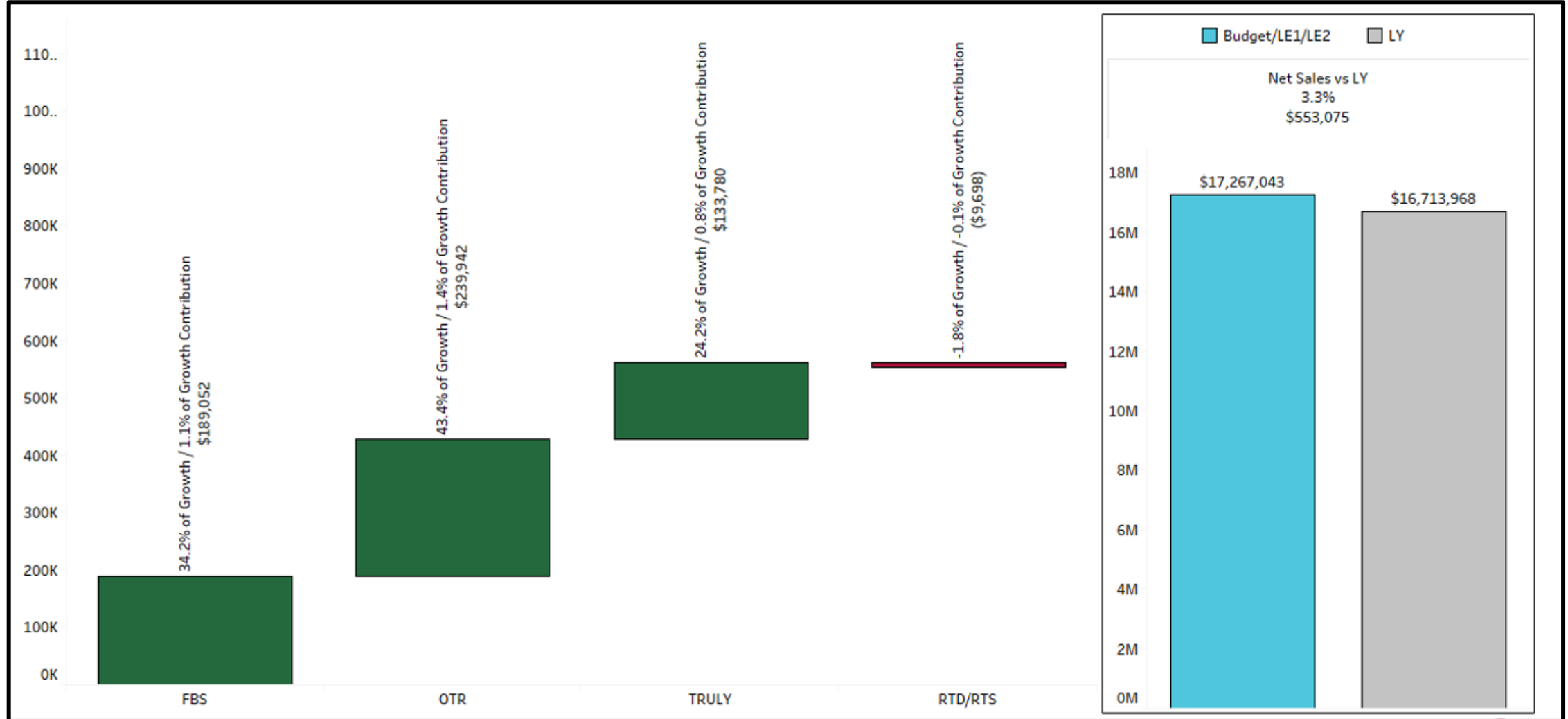
Beam Suntory 2022 Daily Tracker

Updated: 6/15/22

Market	Plan		CY Actuals	Act vs Plan	
	Plan	vs PY%		Bal	Act % Ach
[-] East Region	122,164,465	9.7%	101,512,771	(20,651,694)	✗ 83.1%
[+] Delaware	4,129,709	10.6%	3,113,810	(1,015,900)	✗ 75.4%
[+] Florida	44,605,530	12.2%	40,079,866	(4,525,664)	✗ 89.9%
[+] Kentucky	13,188,058	(0.0%)	11,383,547	(1,804,511)	✗ 86.3%
[+] Maryland	12,267,980	7.7%	8,317,320	(3,950,660)	✗ 67.8%
[-] New York	30,962,372	12.4%	23,796,819	(7,165,553)	✗ 76.9%
Metro NY	18,588,223	15.7%	14,286,370	(4,301,854)	✗ 76.9%
Upstate NY	12,374,149	7.7%	9,510,449	(2,863,700)	✗ 76.9%
[+] Ohio	2,703,592	7.8%	2,611,929	(91,662)	✗ 96.6%
[+] South Carolina	11,730,599	7.3%	9,848,289	(1,882,311)	✗ 84.0%
[+] Washington DC	2,576,625	12.5%	2,361,192	(215,433)	✗ 91.6%

Delaware: 2022 Key Growth Drivers

FY NSV Target: +3.3% vs LY



BSI Portfolio vs SGWS House Update

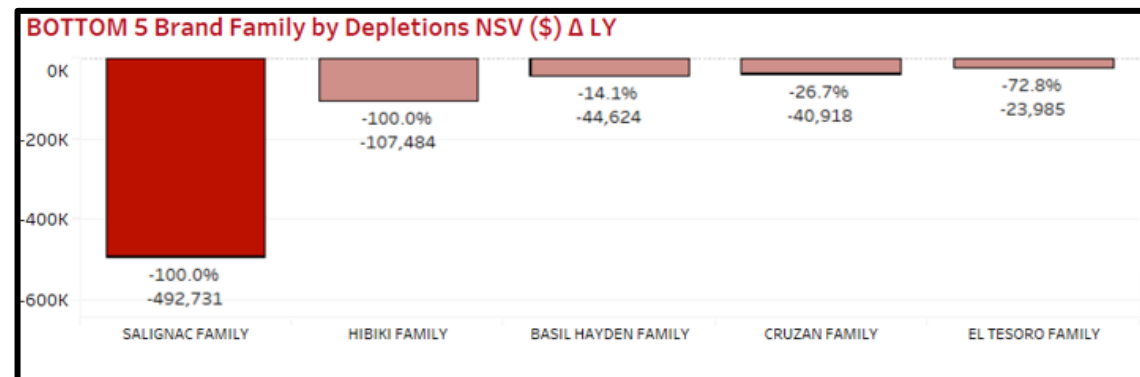
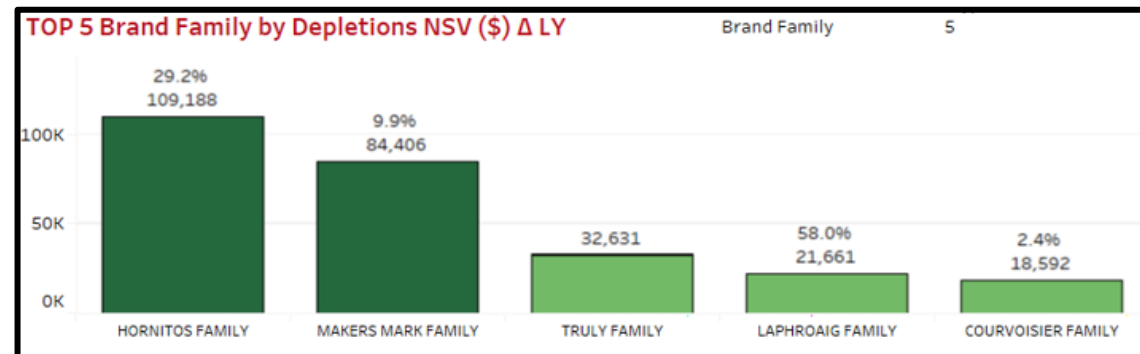
Total Portfolio

2022 Beam vs House

Updated: 6/1/22

Market	Velocity		vs House Pt Var
	BSI Var %	House Var %	
East Region	2.6%	10.0%	↓ (7.3)
Delaware	(8.1%)	(0.6%)	↓ (7.5)
Florida	6.6%	10.8%	↓ (4.2)
Kentucky	6.8%	2.1%	↑ 4.7
Maryland	(14.2%)	0.1%	↓ (14.4)
Metro NY	5.2%	18.4%	↓ (13.2)
Ohio Low Proof	5.6%	16.3%	↓ (10.8)
South Carolina	1.0%	11.0%	↓ (10.0)
Upstate NY	(6.5%)	(0.1%)	↓ (6.4)
Washington DC	14.8%	23.9%	↓ (9.0)

Top 5 / Bottom 5 Brand Families – NSV YTD vs LY



- BSI Total Portfolio is underperforming SGWS House by 7.5%; 9L YTD BSI -3.7% vs House & excluding Salignac BSI +3.7% 9L vs House
- BSI gap to House driven by: Discontinuation of Salignac for 2022 in DE, Cognac -8.7%, Tequila -5.4%, Am Whiskey -4.4%, Japanese Whiskey -6.9%, Rum -20.8%
- Top 5 Brand Family Performers: Hornitos Family +29.2%, Makers Family +9.9%, Laphroaig Family +58%, Courvoisier Family +2.4%
- Bottom 5 Brand Family Decliners: Salignac -100%, Hibiki -100%, Basil Hayden Family -14.1%, Cruzan Family -26.7%, El Tesoro -72.8%

BSI vs SGWS By Premise

BSI Off Premise

Updated: 6/1/22

Market	Velocity		
	BSI Var %	House Var %	vs House Pt Var
East Region	(3.3%)	2.3%	↓ (5.6)
Delaware	(11.7%)	(3.7%)	↓ (8.0)
Florida	3.6%	6.1%	↓ (2.6)
Kentucky	3.4%	(0.7%)	↑ 4.1
Maryland	(19.8%)	(5.3%)	↓ (14.5)
Metro NY	(16.7%)	(1.5%)	↓ (15.2)
Ohio Low Proof	6.7%	14.3%	↓ (7.7)
South Carolina	1.0%	11.1%	↓ (10.1)
Upstate NY	(12.9%)	(7.4%)	↓ (5.5)
Washington DC	(13.4%)	(6.7%)	↓ (6.7)

BSI On Premise

Updated: 6/1/22

Market	Velocity		
	BSI Var %	House Var %	vs House Pt Var
East Region	30.4%	35.7%	↓ (5.4)
Delaware	21.5%	20.4%	↑ 1.1
Florida	16.2%	21.6%	↓ (5.4)
Kentucky	33.7%	23.5%	↑ 10.3
Maryland	9.6%	17.1%	↓ (7.5)
Metro NY	92.9%	93.9%	↓ (1.1)
Ohio Low Proof	(4.0%)	35.5%	↓ (39.5)
South Carolina	45.6%	(23.9%)	↑ 69.5
Upstate NY	30.5%	36.0%	↓ (5.5)
Washington DC	141.3%	172.7%	↓ (31.4)

- **Off Premise BSI is underperforming the SGWS House by 8%**
- Top 5 Category Performers: Vodka +14.7%, Cocktails +32.1%, Scotch +12%, Gin +16.8%, Brandy +260.1%
- Bottom 5 Category Decliners: American Whiskey -4.8%, Cognac -8.6%, Tequila -0.9%, Rum -23.4%, Canadian Whiskey -10.5%
- **On Premise BSI is outperforming the SGWS House by 1.1%**
- Top 5 Category Performers: Brandy +152.5%, Cordials +10%, Super Premium Tequila +15.9%, Cocktails +2.8%, Cognac +19.1%
- Top 5 Category Decliners: American Whiskey -8.9%, Tequila -25.2%, Vodka -7.9%, Rum -17.7%, Japanese Whiskey -8.4%

DE Nielsen Update

13wk Data W/E 5/21/2022

Performance By Supplier

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits
Grand Total		7,325,702	-1,448,402	-16.5%	100.0
DIAGEO	1	1,410,853	-349,558	-19.9%	19.3
ALL OTHER COMPANIES	2	778,429	-89,638	-10.3%	10.6
PERNOD RICARD	3	724,461	-66,019	-8.4%	9.9
BEAM SUNTORY	4	636,258	-73,052	-10.3%	8.7
BACARDI	5	612,962	-118,051	-16.1%	8.4
FIFTH GENERATION	6	385,074	-40,497	-9.5%	5.3
BROWN-FORMAN	7	346,320	-62,973	-15.4%	4.7
SAZERAC	8	319,698	-55,620	-14.8%	4.4
E&J GALLO	9	313,222	-19,482	-5.9%	4.3
PROXIMO	10	279,873	-50,654	-15.3%	3.8

Top 5 Share Gainers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		636,258	-73,052	-10.3%	8.7	0.60
MAKER'S MARK REG BOURBON WSKY, 1.75L	1	109,303	2,709	2.5%	1.5	0.28
MAKER'S MARK PVT SLCT BRBN WSK, 750ML	2	15,208	13,408	745.0%	0.2	0.19
MAKER'S MARK REG BOURBON WSKY, 750ML	3	32,719	9,007	38.0%	0.4	0.18
JIM BEAM WHITE LABEL BRBN WSKY, 1.75L	4	59,717	3,485	6.2%	0.8	0.17
LAPHROAIG 10 YR SCOTCH WHISKEY, 750ML	5	10,932	3,493	47.0%	0.1	0.06

BSI Performance By Category

	Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total	636,258	-73,052	-10.3%	8.7	0.60
WHISKEY AMERICAN	397,795	-37,263	-8.6%	5.4	0.47
TEQUILA	46,576	-3,050	-6.1%	0.6	0.07
VODKA	31,901	-898	-2.7%	0.4	0.06
WHISKEY CANADIAN	29,804	-6,165	-17.1%	0.4	0.00
COGNAC	29,690	3,021	11.3%	0.4	0.10
WHISKEY SCOTCH	27,641	-7,017	-20.2%	0.4	-0.02
CORDIALS	21,104	-6,135	-22.5%	0.3	-0.02
RUM	17,861	-7,299	-29.0%	0.2	-0.04
COCKTAILS READY TO DRINK	12,312	10,718	672.1%	0.2	0.15
GIN	9,498	-4,213	-30.7%	0.1	-0.03

Bottom 5 Share Draggers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		636,258	-73,052	-10.3%	8.7	0.60
SUNTORY HIBIKI HRMNY JPN WSKY, 750ML	1	0	-13,374	-100.0%	0.0	-0.15
JIM BEAM BLACK LABEL BRBN WSKY, 1.75L	2	10,397	-14,638	-58.5%	0.1	-0.14
KNOB CREEK SM BT 12Y STRT BRBN, 750ML	3	0	-10,289	-100.0%	0.0	-0.12
MAKER'S MARK REG BOURBON WSKY, 1L	4	4,991	-7,950	-61.4%	0.1	-0.08
OLD GRAND DAD REG BOURBON WSKY, 1.75L	5	0	-6,037	-100.0%	0.0	-0.07

TWM DE Update

Q2 IRC Lineup



**Canadian Club Family
\$2.00 IRC**



**SZ, HN, CZ, DK
\$2.00 IRC**



**JBW & FLAVORS
\$2.00 IRC**



Red Top \$2.00 IRC

Upcoming Programs

- Q2 IRC's
- Q2/Q3 Tastings: 9 Scheduled
- Q2/Q3 Engravings: 3 Scheduled
- Maker's Studio Father's Day Activation: June 11th & 17th
- Jim Beam Black BMW Championship Display Secured for August

TWM DE Update



Maker's Studio Father's Day Activation
• June 11th & 17th

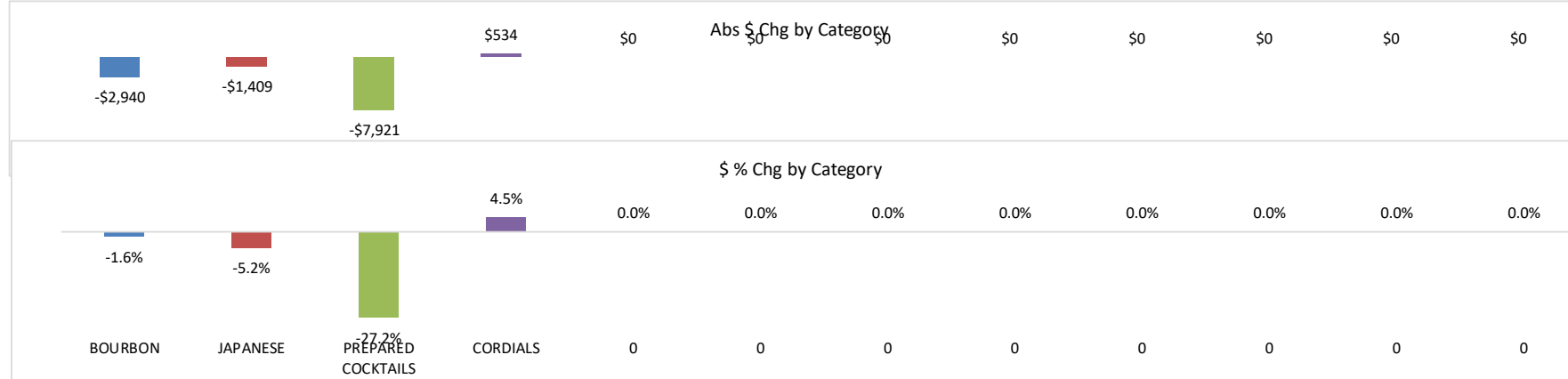
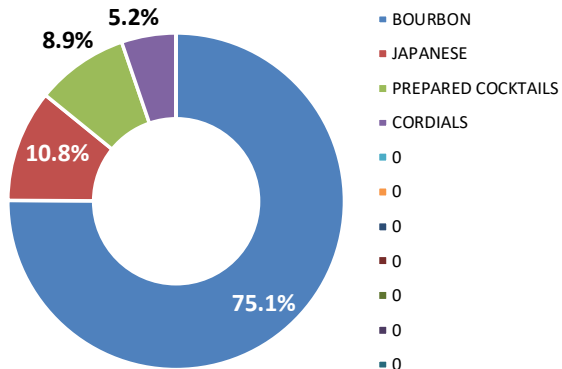


Hornitos & RTD Cinco Display
• Helped drive YTD 130.9%
Hornitos Family Growth

Costco DE Update: 13 wk data W/E 06/05



BEAM SUNTORY - PERFORMANCE SNAPSHOT DATA THROUGH 06/05/22



Top 10 Item Growth Drivers

Item	Size	\$ Sales	Abs \$ Chg	\$ % Chg	Stores Selling	Stores G/L
DEKUYPER TRIPLE SEC USA	6/1.75L	\$12,518	\$12,518		1	1
MAKER'S MARK BOURBON WSKY KENTUCKY	1.75LT	\$74,110	\$8,391	12.8%	1	
JIM BEAM WHISKEY KENTUCKY	1.75L	\$39,819	\$3,609	10.0%	1	
BAKER'S 7YR SMALL BATCH BOURBON KENTUCKY	750	\$408	\$408		1	1
BASIL HAYDENS STRAIGHT BN KENTUCKY	750ML					
Grand Total		\$126,855	\$24,926	24.5%	4	2

Bottom 10 Item Loss Drivers

Item	Size	\$ Sales	Abs \$ Chg	\$ % Chg	Stores Selling	Stores YA	Stores G/L
DEKUYPER TRIPLE SEC 48PRF	1 LITER		-\$11,984	-100.0%		1	-1
MAKER'S MARK 46 CASK KENTUCKY BOURBON WHISKEY			-\$10,613	-100.0%		1	-1
ON THE ROCKS PREMIUM USA	8-6PACK/200ML	\$21,216	-\$7,921	-27.2%	1	1	
BASIL HAYDEN STRAIGHT BOURBON KENTUCKY	6/1.75L	\$64,758	-\$4,735	-6.8%	1	1	
SUNTORY WHISKY TOKI 86 PR JAPAN	750ML	\$25,701	-\$1,409	-5.2%	1	1	
BASIL HAYDENS STRAIGHT BN KENTUCKY	750ML						
Grand Total		\$111,676	-\$36,662	-25%	3	5	-2

Costco DE Hurdle Report

DE HURDLE REPORT



Month/Year		Jan-2021	Feb-2021	Mar-2021	Apr-2021	May-2021	Jun-2021	Jul-2021	Aug-2021	Sep-2021	Oct-2021	Nov-2021	Dec-2021	Total
Territory	Brand Variety	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L	Volume 9L
DELAWARE	Total	34.7	359.8	282.5	377.0	549.6	735.4	161.6	265.4	512.5	294.8	557.7	985.0	5,116.0
	MAKERS MARK ORIGINAL		116.7	18.7	116.7	116.7	33.3		87.5	210.0		232.2	175.0	1,306.7
	JIM BEAM WHITE		52.5	116.7	58.3	116.7	23.3			115.5	112.0	2.3	238.0	1,045.3
	BASIL HAYDEN BOURBON		100.0	81.7	32.7	87.5	116.7		85.2	67.7		87.5	280.0	938.8
	ON THE ROCKS COMBO CLUB			34.1		115.2	76.8	38.4	76.8	38.4	76.8	115.2	192.0	840.5
	DEKUYPER TRIPLE SEC	26.7	24.0	36.0	30.7	84.0	82.7	61.3	33.3	20.0	77.0	70.0	59.5	605.2
	TOKI ORIGINAL	8.0	32.5	29.5	23.5	24.0	31.0	23.5	21.0	22.5	29.0	49.5	38.0	332.0
	MAKERS MARK 46 CASK STRENGTH					44.0								44.0
	BASIL HAYDEN 10 YR												2.0	2.0
	BAKERS BOURBON												0.5	0.5
	BOOKERS SPECIAL RESERVE											0.5		0.5
	MAKERS MARK WOOD FIN SERIES											0.5		0.5

Need 1000 cases rest of June to be Flat to LY

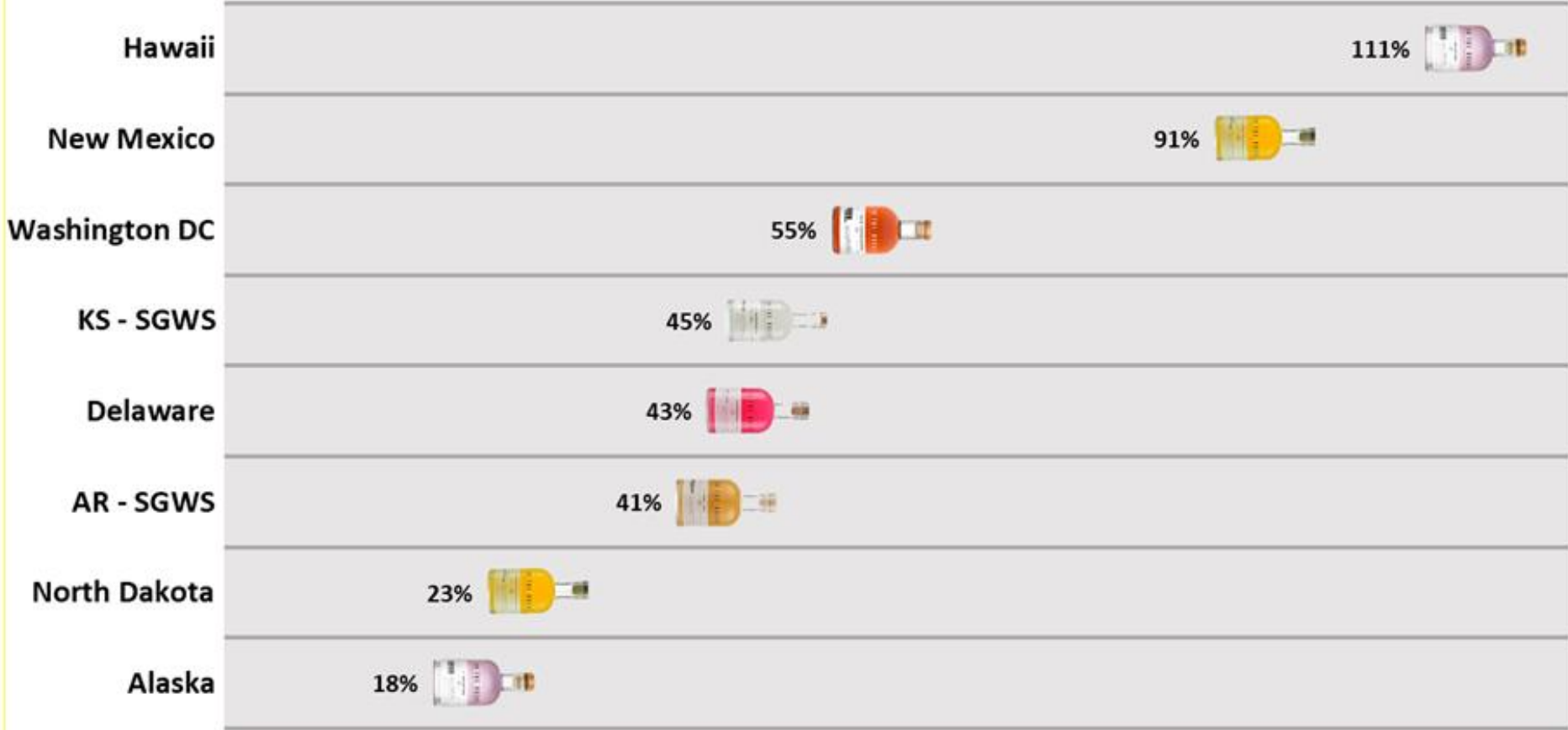
YEAR TO DATE		H1	
NSV ACTUALS	\$82,669	NSV ACTUALS	\$82,669
NSV vs PLAN	(\$26,329)	NSV PLAN 2022	\$108,998
NSV % vs PLAN	(24.2%)	NSV vs PLAN	(\$26,329)
NSV % vs LY	(16.0%)	NSV % vs PLAN	(24.2%)
YEAR TO GO		NSV % vs LY	
NSV PLAN TO GO	\$689,198		(16.0%)
NSV % TO PLAN	10.7%	H2	
NSV % TO GO	89.3%	NSV ACTUALS	\$0
FULL YEAR		NSV PLAN 2022	\$0
NSV ACTUALS 2021	\$717,603	NSV vs PLAN	\$0
NSV PLAN 2022	\$771,867	NSV % vs PLAN	0.0%
NSV % PLAN 2022	7.6%	NSV % vs LY	0.0%

NOTES:

- Maker's Buys missed in FEB
- Basil 1.75 gains outweigh 750 losses
- May/June and NOV/DEC are the must win months

Q2 Quarterly Program On to Right Now OTR Update

Tier 4



Q2 Quarterly Program On to Right Now OTR Update

Updated 06.15.22

	OFF PREMISE				ON PREMISE			
Market	Total # Accounts in KPI Saleable Universe OFF	Perfect Store			Total # Accounts in KPI Saleable Universe ON	PODS		
		Goal	Act	% Ach		Goal	Act	% Ach
Hawaii	175	58	70	121.2%	192	48	54	112.5%
Delaware	291	101	60	59.5%	176	44	12	27.3%
North Dakota	112	38	16	41.9%	358	90	11	12.3%
Washington DC	211	72	55	76.7%	190	48	16	33.7%
Alaska	113	40	8	20.1%	189	69	8	11.6%
New Mexico	109	37	46	124.0%	244	61	46	75.4%
AR - SGWS	176	62	50	81.2%	65	16	0	0.0%
KS - SGWS	186	64	29	45.3%	0	0	0	0.0%
Tier 4 Total	1,373	471	334	70.9%	1,414	375	147	39.2%

Q2 Perfect Bar Update

Updated 06.15.22

Market	Active Universe	Goal	Goal % of Universe	H1 Ach Perfect Bar	Bal	% Ach to Goal
AR - SGWS	477	139	30.0%	113	(26)	81.3%
Colorado	2,282	677	30.0%	503	(174)	74.3%
Illinois	6,283	1,881	30.0%	1,712	(169)	91.0%
Indiana	2,057	621	30.0%	491	(130)	79.1%
Louisiana	2,392	714	30.0%	367	(347)	51.4%
MN - SGWS	957	283	30.0%	186	(97)	65.7%
Nebraska	1,017	301	30.0%	218	(83)	72.4%
North Dakota	583	173	30.0%	110	(63)	63.6%
Oklahoma	733	212	30.0%	180	(32)	84.9%
South Dakota	604	180	30.0%	100	(80)	55.6%
Central Region	17,385	5,181	30.0%	3,980	(1,201)	76.8%
Delaware	578	176	30.0%	171	(5)	97.2%
Florida	7,286	2,176	30.0%	1,452	(724)	66.7%
Kentucky	947	288	30.0%	289	1	100.3%
Maryland	1,228	376	30.0%	249	(127)	66.2%
Metro NY	6,798	2,005	30.0%	768	(1,237)	38.3%
Upstate NY	3,567	1,046	30.0%	638	(408)	61.0%
Washington DC	542	162	30.0%	128	(34)	79.0%
East Region	20,946	6,229	30.0%	3,695	(2,534)	59.3%
Alaska	597	178	30.0%	152	(26)	85.4%
Arizona	2,566	767	30.0%	915	148	119.3%
Northern California	5,246	1,565	30.0%	1,134	(431)	72.5%
Southern California	6,047	1,805	30.0%	1,647	(158)	91.2%
Hawaii	725	215	30.0%	124	(91)	57.7%
NV - SGWS	1,382	410	30.0%	334	(76)	81.5%
New Mexico	520	157	30.0%	201	44	128.0%
Washington	3,063	905	30.0%	1,044	139	115.4%
West Region	20,146	6,002	30.0%	5,551	(451)	92.5%
Total	58,477	17,412	30.0%	13,226	(4,186)	76.0%



Brand Scorecards & Seven Things

7 THINGS



Maker's Scorecard: Performance

YTD: +\$138K vs Plan / +9.9% vs LY

	Q1	H1 Q2	Total
Depletion Volume Forecast	2,771	2,262	5,033
Depletion vs LY	490	(96)	394
Depletion vs LY%	21.5%	-4.1%	8.5%
Depletion vs Plan/LE1/LE2	794	(98)	695
Depletion vs Plan/LE1/LE2%	40.1%	-4.2%	16.0%
Net Sales Forecast	\$551,948	\$386,098	\$938,046
Net Sales vs LY	\$113,355	(\$28,949)	\$84,406
Net Sales vs LY%	25.8%	-7.0%	9.9%
Net Sales vs Plan/LE1/LE2	\$162,549	(\$24,073)	\$138,476
Net Sales vs Plan/LE1/LE2%	41.7%	-5.9%	17.3%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

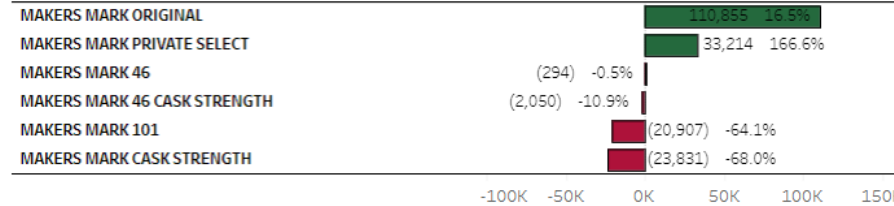
OFF Premise	158	3.9%
ON Premise	236	39.5%

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

1750ML	289	12.8%	50.67%
1000ML	164	18.5%	20.86%
750ML	(80)	-6.0%	25.06%
375ML	48	50.5%	2.82%
200ML	(22)	-61.2%	0.28%
50ML	(4)	-20.2%	0.31%

Net Sales vs LY

Toggle top level parameters for desired views



- Maker's Family YTD Growth Driven predominately by On Premise +39.5% (lapping 72.8% growth 2021)
- Maker's 46 June Sales will be all plus side over LY due to running OOS in May 2021
- Need to secure Private Select Accounts for remaining FY Barrel Allocation (5 available)
- Q2 Objectives:
 - Execute Q2 Aggressive \$2 IRC & Drive Cases to floor for Summer
 - Continue to drive Independents (+2.9%) & TWM (+19.6%) growth and secure EOM Buys for Costco (-7.3%) & BJs (-39.8%) to get them above LY for H1
 - Close out On-Premise ACV KPI & 100% GSC Execution KPIs

Maker's Scorecard: Marketing & Activation

Q3 VAP's and IRC's

Maker's Mark Red Top
7/1/22 – 9/30/22
2,825 Coupons



Summer Throw
54 Cases



Holiday Mug
60 Cases



MM 46 Coaster
55 Cases



MAKERS STUDIO



Maker's Scorecard: Marketing & Activation

Q3 Print POS

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Maker's
STUDIO**

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Jim Beam (ex. RTD) Family Scorecard: Performance

YTD: **-\$3K vs Plan / -0.9% vs LY**

	Q1	H1 Q2	Total
Depletion Volume Forecast	6,261	4,884	11,146
Depletion vs LY	(2,007)	1,599	(408)
Depletion vs LY%	-24.3%	48.7%	-3.5%
Depletion vs Plan/LE1/LE2	(1,515)	1,453	(62)
Depletion vs Plan/LE1/LE2%	-19.5%	42.3%	-0.6%
Net Sales Forecast	\$618,596	\$479,600	\$1,098,196
Net Sales vs LY	(\$170,178)	\$160,014	(\$10,164)
Net Sales vs LY%	-21.6%	50.1%	-0.9%
Net Sales vs Plan/LE1/LE2	(\$141,793)	\$138,536	(\$3,257)
Net Sales vs Plan/LE1/LE2%	-18.6%	40.6%	-0.3%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

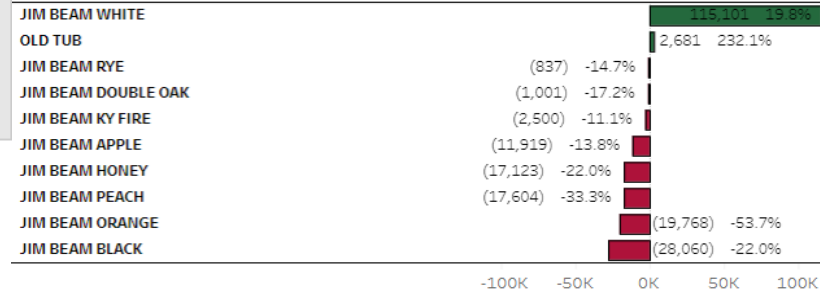
OFF Premise	(543) -5.0%
ON Premise	135 19.5%

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

1750ML	(234) -4.3%	46.37%
1000ML	268 36.2%	9.04%
750ML	(565) -26.9%	13.80%
375ML	196 17.9%	11.60%
200ML	0 0.0%	1.36%
100ML	(73) -3.6%	17.60%
50ML	0 1.1%	0.23%

Net Sales vs LY

Toggle top level parameters for desired views



- Jim Beam Family: Slightly behind plan YTD driven predominately by JBB & JBF OOS
- Executed incremental programming in May on JBW/JBF to drive 59.8% JB Family growth to try and get back to plan
- Costco +16.3% YTD; need to drive EOM buys in Large Independents (-4.4%), TWM (-10.4%) & Costco to achieve CC
- Q2 Objectives:
 - Win in TWM & drive aggressive \$2 IRC
 - Deplete 100% JB Black 1.75 Allocation & Achieve 100% KPIs in Both Channels

Jim Beam Scorecard: Marketing & Activation

Q4 VAP's and IRC's



JBW & FLAVORS, PI, CC \$2.00 IRC

- 7/1/22 – 9/30/22
- 3,825 Coupons

JBW 1.75lm PET w/2 JBO 50ml HH
528 Cases

JBW 1.75lm PET w/2 JBB 50ml HH
528 Cases

Holiday Highball VAP
54 Cases

Holiday Highball VAP
108 Cases



Jim Beam Marketing & Activation

Q3 Print POS

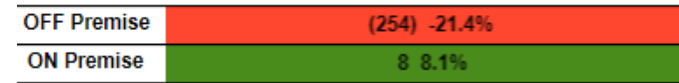


Basil Hayden's Scorecard: Performance

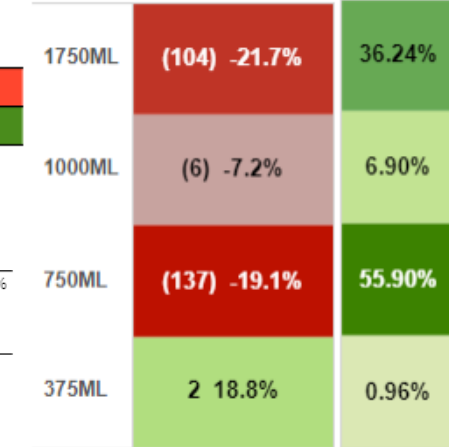
YTD: **-\$101K vs Plan / -14.1% vs LY**

	Q1	H1 Q2	Total
Depletion Volume Forecast	612	426	1,038
Depletion vs LY	(241)	(4)	(246)
Depletion vs LY%	-28.3%	-0.9%	-19.1%
Depletion vs Plan/LE1/LE2	(241)	(177)	(418)
Depletion vs Plan/LE1/LE2%	-28.3%	-29.3%	-28.7%
Net Sales Forecast	\$158,862	\$112,107	\$270,969
Net Sales vs LY	(\$51,850)	\$7,226	(\$44,624)
Net Sales vs LY%	-24.6%	6.9%	-14.1%
Net Sales vs Plan/LE1/LE2	(\$58,449)	(\$42,861)	(\$101,310)
Net Sales vs Plan/LE1/LE2%	-26.9%	-27.7%	-27.2%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)



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



Net Sales vs LY

Toggle top level parameters for desired views



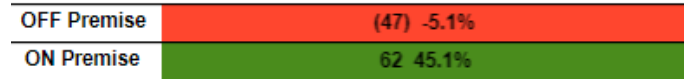
- YTD decline driven by predominately by order delays due to updated Allocation order process
 - June MTD +36.6%
 - Independent -22.8%, Costco -35.4%, TWM +3.2%
 - Did not receive adequate inventory Jan/Feb; Received goods in March which drove +54.1% growth followed by April +218.2%
 - Anticipating large June Buys & 100% depletion of Subtle Smoke to help offset lack of Dark Rye allocation for May/June
- Q2 Objectives:
 - Achieve 100% Execution KPIs, Drive Innovation & LTOs

Knob Creek Family Scorecard: Performance

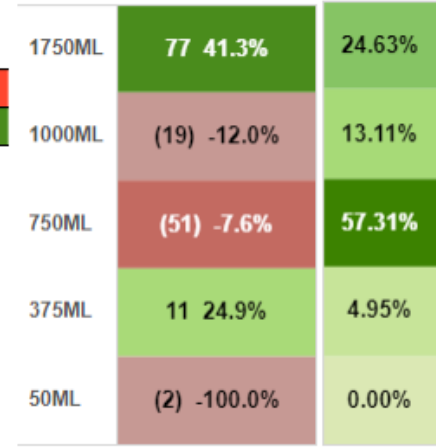
YTD: +\$10K vs Plan / +3.8% vs LY

	Q1	H1 Q2	Total
Depletion Volume Forecast	662	410	1,072
Depletion vs LY	(37)	53	16
Depletion vs LY%	-5.3%	14.9%	1.5%
Depletion vs Plan/LE1/LE2	2	19	21
Depletion vs Plan/LE1/LE2%	0.4%	4.9%	2.0%
Net Sales Forecast	\$160,862	\$102,716	\$263,578
Net Sales vs LY	(\$13,264)	\$22,965	\$9,700
Net Sales vs LY%	-7.6%	28.8%	3.8%
Net Sales vs Plan/LE1/LE2	(\$55)	\$9,828	\$9,773
Net Sales vs Plan/LE1/LE2%	0.0%	10.6%	3.9%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)



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



Net Sales vs LY

Toggle top level parameters for desired views



- Brand Family Growth driven by On-Premise Growth +45% YTD & Value over Volume focus (YTD 9L +1.2%; YTD NSV +3.8%)
- Rye Growth Continues in Both Channels (On +69.4% YTD; Off +2.5% YTD)
- Knob Creek SB decline driven by timing of barrels for H1
- Q2 Objectives:
 - Focus on EOM Buys from TWM to offset YTD decline -45.7%
 - Sell through Q2 VAP and Achieve 100% Q2 KPIs

Premium+ Tequila (ex. RTD) Scorecard: Performance

YTD: +\$27K vs Plan / +5.6% vs LY

	Q1	H1 Q2	Total
Depletion Volume Forecast	2,025	1,563	3,589
Depletion vs LY	703	106	809
Depletion vs LY%	53.1%	7.3%	29.1%
Depletion vs Plan/LE1/LE2	479	(51)	427
Depletion vs Plan/LE1/LE2%	30.9%	-3.2%	13.5%
Net Sales Forecast	\$289,540	\$215,285	\$504,825
Net Sales vs LY	\$80,620	(\$1,398)	\$79,223
Net Sales vs LY%	38.6%	-0.6%	18.6%
Net Sales vs Plan/LE1/LE2	\$51,285	(\$24,430)	\$26,855
Net Sales vs Plan/LE1/LE2%	21.5%	-10.2%	5.6%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

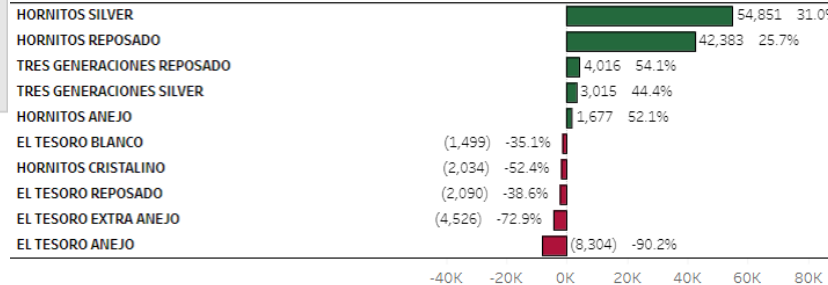
OFF Premise	740	32.4%
ON Premise	69	13.8%

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

Size	Depletions Vol	Δ LY	Size Mix
1750ML	593	65.7%	41.69%
1000ML	113	23.3%	16.63%
750ML	16	1.2%	36.45%
375ML	63	64.0%	4.50%
200ML	24	100.0%	0.73%

Net Sales vs LY

Toggle top level parameters for desired views



- Premium+ Tequila YTD Growth Driven by Cinco de Mayo Focus Programs
 - Grew March – May 33.8% Hornitos Plata/Repo
- Growth to Continue in June with PI scheduled July 1st: Hornitos Plata/Repo 1.75 & 750ml, Anejo, BB & Cristalino 750ml and Tres Gen Plata 750ml
- Q2 Objectives
 - Ensure all June allocations are received; will need all cases to achieve CC Target
 - Achieve 100% KPIs in both channels
 - Execute \$2 IRC (Hornitos & Sauza)

Hornitos Scorecard: Marketing & Activation

Q4 VAP's and IRC's



SZ, HN, CZ, DK \$2.00 IRC

- 7/1/22 – 9/30/22
- 2,000 Coupons

HR Plata Shot Taker
32 Cases



HR Repo Shot Taker
32 Cases



HR Plata 1.75 w/ Repo 200ml
90 Cases



HR Repo 1.75 w/ Plata 200ml
90 Cases



Hornitos Marketing & Activation

Q3 Print POS



House of Suntory Scorecard: Performance

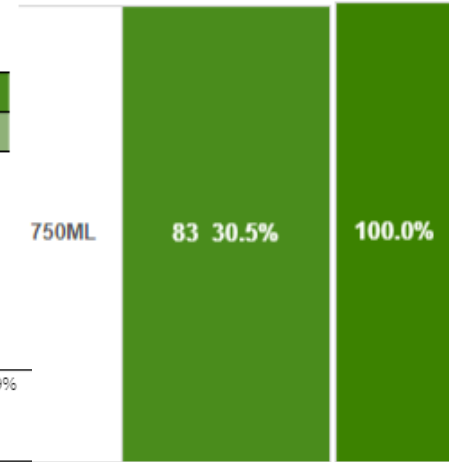
YTD: +\$12K vs Plan / +27.0% vs LY

	Q1	H1 Q2	Total
Depletion Volume Forecast	211	146	357
Depletion vs LY	52	32	83
Depletion vs LY%	32.3%	28.1%	30.5%
Depletion vs Plan/LE1/LE2	29	18	47
Depletion vs Plan/LE1/LE2%	16.2%	13.7%	15.2%
Net Sales Forecast	\$49,639	\$33,928	\$83,566
Net Sales vs LY	\$11,101	\$6,664	\$17,765
Net Sales vs LY%	28.8%	24.4%	27.0%
Net Sales vs Plan/LE1/LE2	\$7,105	\$4,410	\$11,515
Net Sales vs Plan/LE1/LE2%	16.7%	14.9%	16.0%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

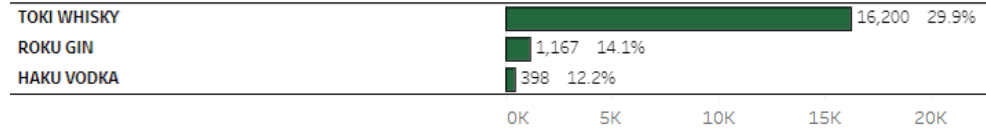
OFF Premise	64	24.5%
ON Premise	19	+100.0%

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



Net Sales vs LY

Toggle top level parameters for desired views



- YTD Performance driven across TTL House
 - Toki June 1st PPI helping drive +35.6% Growth YTD (May +80.9%)
 - Costco -2.1% YTD
 - Market Opportunity – Still sitting on 190 cases of Toki w/ Coaster VAP that Costco didn't take
- Both Channels outperforming YTD; Off Premise (+25%) & On Premise (+134.3%)
- Q2 Objectives:
 - Achieve 100% KPIs in Both Channels

On the Rocks Family Scorecard: Performance

YTD: -\$48K vs Plan / +3.1% vs LY

	Q1	H1 Q2	Total
Depletion Volume Forecast	315	309	624
Depletion vs LY	60	(72)	(12)
Depletion vs LY%	23.5%	-18.8%	-1.8%
Depletion vs Plan/LE1/LE2	(53)	(231)	(284)
Depletion vs Plan/LE1/LE2%	-14.4%	-42.8%	-31.3%
Net Sales Forecast	\$44,868	\$44,363	\$89,231
Net Sales vs LY	\$10,027	(\$7,384)	\$2,643
Net Sales vs LY%	28.8%	-14.3%	3.1%
Net Sales vs Plan/LE1/LE2	(\$10,131)	(\$38,294)	(\$48,426)
Net Sales vs Plan/LE1/LE2%	-18.4%	-46.3%	-35.2%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

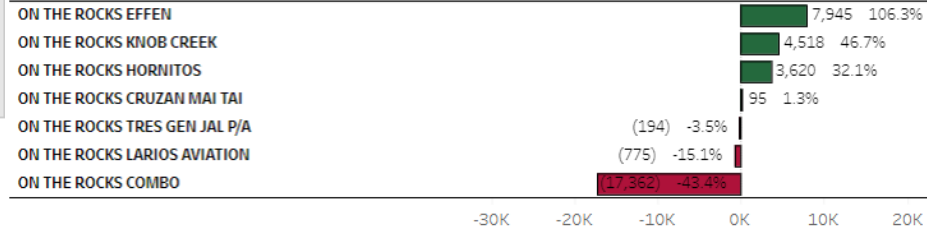
OFF Premise	(12) -1.9%
ON Premise	1 4.4%

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

Size	Depletions Vol (9L RTD Adj) Δ LY	Size Mix
375ML	218 100.0%	62.45%
200ML	(221) -49.8%	35.74%
100ML	(8) -41.5%	1.82%

Net Sales vs LY

Toggle top level parameters for desired views



- YTD -1.8% 9L; June MTD +134.4%
 - Excluding Costco DE +51.4% YTD (Off Premise +46.9%, On Premise +40.3%)
 - YTD gap to plan driven predominately by Costco 200ml Club Pack disco (-84.1% YTD)
 - Need to Solve for H2 Volume Lap (614 9L cases)
- Objectives/Highlights:
 - Q2 Achieve 100% KPIs in Both Channels & 100% Attainment of Q2 National Program
 - Secured OTR Feature at Jimmie Allen Concert August 13th

Courvoisier Scorecard: Performance

YTD: **-\$283K vs Plan / +2.4% vs LY**

	Q1	H1 Q2	Total
Depletion Volume Forecast	2,569	1,232	3,801
Depletion vs LY	90	(357)	(267)
Depletion vs LY%	3.6%	-22.5%	-6.6%
Depletion vs Plan/LE1/LE2	(539)	(806)	(1,345)
Depletion vs Plan/LE1/LE2%	-17.3%	-39.5%	-26.1%
Net Sales Forecast	\$546,102	\$251,790	\$797,893
Net Sales vs LY	\$69,586	(\$50,994)	\$18,592
Net Sales vs LY%	14.6%	-16.8%	2.4%
Net Sales vs Plan/LE1/LE2	(\$92,037)	(\$191,423)	(\$283,461)
Net Sales vs Plan/LE1/LE2%	-14.4%	-43.2%	-26.2%

Retail Vol (9L RTD Adj) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)
 (on actuals view, % is % of total premise/channel)

OFF Premise	(314) -7.8%
ON Premise	48 +100.0%

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

Size	Depletions Vol (9L RTD Adj) Δ LY	Size Mix
1750ML	(122) -22.9%	10.84%
1000ML	(75) -40.5%	2.90%
750ML	(624) -29.7%	38.93%
375ML	381 53.1%	28.88%
200ML	161 31.2%	17.76%
100ML	13 90.6%	0.69%

Net Sales vs LY

Toggle top level parameters for desired views



- Despite Supply Chain Challenges YTD -6.6% 9L; +240.1% June MTD
 - 2021 PIs driving Value over Volume objective +2.4% NSV YTD
 - Will not receive 1.75s or 200mls in June
- July 1st PI VS, VSOP & XO to drive June EOM Buys
- Q2 Objectives:
 - Must deplete all OH inventory CV VS 750 & 375ml and VSOP 750ml to achieve CC Target

Closing Comments

Q2 Priorities

- Control the Controllables
- Drive High NSV VAPs, Allocated Items & Innovation
- 100% Completion of Q2 KPIs

**Thank You For Your Partnership and
Support For The Beam Suntory Portfolio!**



Appendix - POS



HR 22 H1 Cocktails To Go



Item Name: HR 22 H1 CTG, Citrus Squeezer
Item Number: HR221036570
Unit Per Pack: 1 **Pack Price:** \$7.91
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 25 packs/25 units
Description: Standard citrus squeezer to aid cocktail creation at home. Green with white printed Hornitos logo. Material: Die-cast-aluminum alloy. Approx dimensions: 9" x 3.6" x 2.4".



Item Name: HR 22 H1 CTG, Koozie
Item Number: HR221036568
Unit Per Pack: 25 **Pack Price:** \$18.75
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 12 packs/300 units
Description: Slim can koozie designed to fit 12 oz cans or bottles.



Item Name: HR 22 H1 CTG, Reusable Tote Bag
Item Number: HR221036558
Unit Per Pack: 25 **Pack Price:** \$155.00
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/25 units
Description: Canvas Tote Bag, full color print with Hornitos branding. Includes pocket on front of bag.

HR 22 H1 A Fair Shot



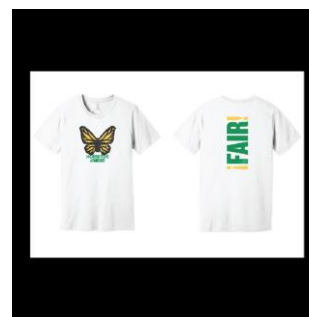
Item Name: HR 22 H1 Cocktail Napkin
Item Number: HR221037430
Unit Per Pack: 1000 **Pack Price:** \$60.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 4 packs/4000 units
Description: White 5" x 5" folded beverage napkin with Hornitos logo. 100% recyclable and 100% made from recycled content. IMAGE IS FPO.



Item Name: HR 22 H1 Mass Display Dress Up Kit
Item Number: HR221037987
Unit Per Pack: 1 **Pack Price:** \$122.57
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/2 units
Description: HR 21 H2 Mass Display Dress Up Kit includes (1) Butterfly Ceiling Dangler, (1) 3 Unique Picket Sign Headers, (12) Butterfly Bottle Neckers.



Item Name: HR 22 H1 Retractable Banner
Item Number: HR221037426
Unit Per Pack: 1 **Pack Price:** \$77.11
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/2 units
Description: Standard retractable banner. Dimensions: 79.25" x 31.5." Full unit is 100% recyclable. Banner is made from recycled plastic bottles.



Item Name: HR 22 H1 T-Shirt
Item Number: HR221037435
Unit Per Pack: 12 **Pack Price:** \$77.64
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 4 packs/48 units
Description: Bella Canvas white t-shirt. Pack of 12 (2-small, 2-medium, 3-large, 3-xlarge, 2-2xl)

HR 22 H1 Sampling



Item Name: HR 22 H1 Sampling, Tablecloth
Item Number: HR221037413
Unit Per Pack: 1 **Pack Price:** \$67.20
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 1 packs/1 units
Description: Premium branded 6' tablecloth. Dimensions: 132" w x 90" l. Made with rPET (textiles made with recycled plastic bottles)



Item Name: HR 22 H1 Sampling, Uniform - Men's Tee
Item Number: HR221037401
Unit Per Pack: 4 **Pack Price:** \$49.40
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 5 packs/20 units
Description: Men's sampling uniform. Hornitos green crew neck t-shirt with branded front pocket. Pack of 4 contains: (1) medium, (1) large, (1) XL, (1) 2XL.



Item Name: HR 22 H1 Sampling, Uniform - Women's Boxy Tee
Item Number: HR221037370
Unit Per Pack: 4 **Pack Price:** \$38.92
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 5 packs/20 units
Description: Women's sampling uniform alternate. Tri-blend crop top with a trendy and flattering boxy fit. Pack of 4 contains: (1) small, (1) medium, (1) large, (1) XL. Sustainable manufacturing uses 7x less water and zero waste process.



Item Name: HR 22 H1 Stadium Cup (16oz)
Item Number: HR221037791
Unit Per Pack: 500 **Pack Price:** \$125.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 6 packs/3000 units
Description: 16oz Stadium Cup

HR 22 H1 Flow



Item Name: HR 22 H1 Decor, Graphic Bottle Neon Sign
Item Number: HR221037351
Unit Per Pack: 1 **Pack Price:** \$214.39
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 2 packs/2 units
Description: Lighted neon sign supports effort to increase visibility/presence in on and off-premise. Features graphic bottles and wordmark. Subject to state and local restrictions.



Item Name: HR 22 H1 Decor, Retractable Banner
Item Number: HR221037352
Unit Per Pack: 1 **Pack Price:** \$77.11
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/1 units
Description: Standard retractable banner. Dimensions: 79.25" x 31.5." Full unit is 100% recyclable. Banner is made from recycled plastic bottles.



Item Name: HR 22 H1 Giveaway Mass, Baseball Hat
Item Number: HR221037381
Unit Per Pack: 12 **Pack Price:** \$56.76
Warehouse Expected Ship Date: 02/13/2022
Delaware QTY: 5 packs/60 units
Description: Baseball hat is a mass consumer giveaway for distribution at large events and/or sampling. Iconic green color and embroidered with logo.



Item Name: HR 22 H1 Giveaway Mass, Graphic Tee
Item Number: HR221037373
Unit Per Pack: 5 **Pack Price:** \$28.65
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 10 packs/50 units
Description: Unisex graphic tee is a premium consumer giveaway for distribution at events and/or sampling. White heather crew neck with bottle graphic. Pack of 5 contains: (1) small, (1) medium, (1) large, (1) XL, (1) XXL.



Item Name: HR 22 H1 Giveaway Premium, Crewneck Sweatshirt (Unisex)
Item Number: HR221037368
Unit Per Pack: 5 **Pack Price:** \$58.75
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 4 packs/20 units
Description: Unisex crewneck sweatshirt is a premium consumer giveaway for distribution at events. Gray with green Hornitos branding. Pack of 5 contains: (1) small, (1) medium, (1) large, (1) XL, (1) XXL.



Item Name: HR 22 H1 Giveaway Premium, Lowball Rambler - 14 oz
Item Number: HR221037366
Unit Per Pack: 5 **Pack Price:** \$45.25
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 6 packs/30 units
Description: Lowball Rambler is a premium consumer giveaway for distribution at events. Matte green double walled, insulated Rambler with branding. Capacity: 14 oz.

HR 22 H1 Flow



Item Name: HR 22 H1 On-Premise, Bar Mat - Rail Mat
Item Number: HR221037346
Unit Per Pack: 10 **Pack Price:** \$54.40
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 5 packs/50 units
Description: Rail mat with Hornitos branding. Soft PVC + EcoPure. Dimensions: 24" x 3.5" x 0.5". EcoPure increases the biodegradation rate of PVC.



Item Name: HR 22 H1 On-Premise, Bar Mat - Wait Station Mat
Item Number: HR221037347
Unit Per Pack: 5 **Pack Price:** \$38.65
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 4 packs/20 units
Description: Waitstation mat with Hornitos branding. Soft PVC + EcoPure. Dimensions: 14" x 14" x 0.3". EcoPure increases the biodegradation rate of PVC.



Item Name: HR 22 H1 On-Premise, Boston Shaker
Item Number: HR221037343
Unit Per Pack: 6 **Pack Price:** \$56.34
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 6 packs/36 units
Description: Boston Shaker supports effort to increase visibility/presence in on-premise. Green with Hornitos branding. Shaker holds 28 oz, pint glass that holds 16 oz.



Item Name: HR 22 H1 On-Premise, Napkin Caddy
Item Number: HR221037348
Unit Per Pack: 12 **Pack Price:** \$153.96
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 4 packs/48 units
Description: Napkin caddy supports effort to increase visibility/presence in on-premise. Stainless steel with green finish and branding.



Item Name: HR 22 H1 On-Premise, Outdoor Umbrella
Item Number: HR221037403
Unit Per Pack: 1 **Pack Price:** \$97.58
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 10 packs/10 units
Description: Hornitos 7ft patio umbrella, 4 panel top with wooden pole and metal base. Made from rPET, or approx 75 plastic bottles per umbrella.



Item Name: HR 22 H1 On-Premise, Shot Glass - 1.5 oz
Item Number: HR221037337
Unit Per Pack: 50 **Pack Price:** \$49.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 4 packs/200 units
Description: Signature shot glass to be used across all programming in support of drink strategy to own the shot in on-premise. Has embossed leaf logo on 2 sides, which draws inspiration from bottle glass embossing. Capacity: 1.5 oz.

HR 22 H1 Pride



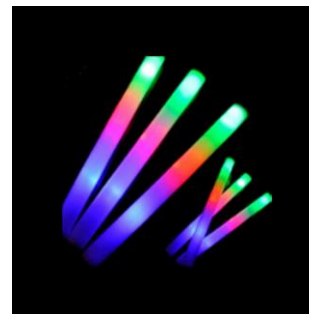
Item Name: HR 22 H1 Duffle Bag
Item Number: HR221036823
Unit Per Pack: 1 **Pack Price:** \$20.34
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/3 units
Description: Custom Duffle bag with Pride colors and Hornitos branding, zipper top closure, top carrying handles and removable shoulder strap



Item Name: HR 22 H1 Pride, Beads w/ Shot Glass Giveaway
Item Number: HR221036604
Unit Per Pack: 50 **Pack Price:** \$162.50
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/150 units
Description: Pride beaded necklace with branded 2 oz. shot glass. Use as a mass consumer giveaway (less than \$5 per unit) for distribution at large events and/or sampling.



Item Name: HR 22 H1 Pride, Flat Bill Hat Giveaway
Item Number: HR221036605
Unit Per Pack: 12 **Pack Price:** \$44.16
Warehouse Expected Ship Date: 02/13/2022
Delaware QTY: 3 packs/36 units
Description: Hornitos branded snapback hat



Item Name: HR 22 H1 Pride, LED Foam Light Up Sticks Giveaway
Item Number: HR221036601
Unit Per Pack: 5 **Pack Price:** \$9.25
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 10 packs/50 units
Description: LED Foam Sticks, approximately 18.5" long, with multiple light settings. pride flag colors with white Hornitos wordmark. Battery powered with on/off switch.



Item Name: HR 22 H1 Pride, Vinyl String Flag
Item Number: HR221036807
Unit Per Pack: 3 **Pack Price:** \$22.98
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 3 packs/9 units
Description: Rectangular vinyl flags with the Pride flag colors and Hornitos branding on both sides.

HRS 22 H1 Seltzer Flow Materials



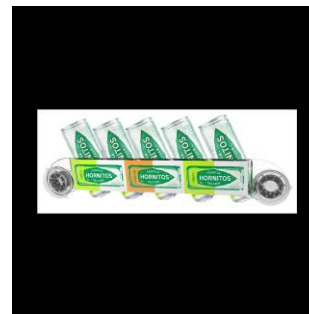
Item Name: HRS 22 H1 Adirondack Chair Display
Item Number: HRS221036076
Unit Per Pack: 1 **Pack Price:** \$222.06
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 4 packs/4 units
Description: Standard adirondack chair with custom agave leaf back. Ships flat with minor assembly required.



Item Name: HRS 22 H1 Cornhole Game
Item Number: HRS221036060
Unit Per Pack: 1 **Pack Price:** \$165.54
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 2 packs/2 units
Description: Wood Hornitos branded cornhole game that comes with (8) bags and a carrying case.



Item Name: HRS 22 H1 Cross Merch Display Rack
Item Number: HRS221036071
Unit Per Pack: 1 **Pack Price:** \$288.59
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/3 units
Description: Metal rack with graphics panels. At top, shelf holds (20) Hornitos bottles and (12) 4-pack seltzer cases. Dimensions: 54"h x 15.75"w x 16" deep.



Item Name: HRS 22 H1 Door Can Rack
Item Number: HRS221036078
Unit Per Pack: 2 **Pack Price:** \$55.58
Warehouse Expected Ship Date: 12/01/2021
Delaware QTY: 4 packs/8 units
Description: Hornitos Seltzer branded cooler door rack that clings to the inside of cooler door. Holds 5 Cans total. Image is FPO - will have all varieties



Item Name: HRS 22 H1 Group Serve Bucket - 5L
Item Number: HRS221036067
Unit Per Pack: 25 **Pack Price:** \$192.75
Warehouse Expected Ship Date: 12/01/2021
Delaware QTY: 2 packs/50 units
Description: Galvanized metal 5L group serve bucket with handle.



Item Name: HRS 22 H1 Stadium Cup - 12 oz
Item Number: HRS221036068
Unit Per Pack: 500 **Pack Price:** \$110.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 2 packs/1000 units
Description: Hornitos Seltzer branded 12 oz. stadium cup. Designed to be used at events where glassware isn't allowed.

HR 22 H1 Cinco Standard Print



Item Name: HR 22 H1 Poster - Large
Item Number: HR221039724
Unit Per Pack: 10 **Pack Price:** \$9.00
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/10 units
Description: Standard Print Item: Large standard poster. Dimensions: 27.9" x 20". 10% recycled content. FSC Paper. Cinco creative. Creative is FPO.



Item Name: HR 22 H1 Poster - Small Standard Print, Cinco
Item Number: HR221036236
Unit Per Pack: 10 **Pack Price:** \$6.10
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/10 units
Description: Standard Print Item: Small standard poster. Dimensions: 18" x 12". 10% recycled content. FSC Paper. Creative is FPO.



Item Name: HRS 22 H1 Floor Graphic
Item Number: HRS221036074
Unit Per Pack: 5 **Pack Price:** \$55.65
Warehouse Expected Ship Date: 12/01/2021
Delaware QTY: 2 packs/10 units
Description: Standard print item. 27" x 18" standard floor graphic printed on non-skid material. Creative is FPO.

JBP 22 H1 Golf



Item Name: JBP 22 H1 Golf Towel
Item Number: JBP221035529
Unit Per Pack: 25 **Pack Price:** \$114.00
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 2 packs/50 units
Description: Jim Beam Black golf towel with hook. Embroidered gold logo in gold. Total size is 21" x 16". Tri-fold.



Item Name: JBP 22 H1 Highball Ice Cube Mold
Item Number: JBP221039059
Unit Per Pack: 6 **Pack Price:** \$94.74
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/18 units
Description: Jim Beam Black silicone ice cube tray. Makes 4 golf ball shaped cubes per unit.



Item Name: JBP 22 H1 Large Golf Ball Display
Item Number: JBP221035536
Unit Per Pack: 1 **Pack Price:** \$554.87
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 1 packs/1 units
Description: Large golf ball display branded with JBB logo. 30" H x 28" W x 17" D. Display \$274.23, balance of \$175.23 is freight and one time costs.



Item Name: JBP 22 H1 PGA Golf Shirt - Men's
Item Number: JBP221035534
Unit Per Pack: 12 **Pack Price:** \$491.64
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/24 units
Description: Adidas Mens golf polo with PGA logo and JBB logo. Pack of 12 (1-S, 4-M, 4-L, 3-XL).



Item Name: JBP 22 H1 PGA Golf Shirt - Women's
Item Number: JBP221035535
Unit Per Pack: 12 **Pack Price:** \$491.64
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/12 units
Description: Adidas golf polo for women with PGA logo and JBB logo. Pack of 12 (3-S, 5-M, 3-L, 1-XL).



Item Name: JBP 22 H1 PGA Golf Umbrella
Item Number: JBP221035532
Unit Per Pack: 1 **Pack Price:** \$11.39
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 30 packs/30 units
Description: Large black golf umbrella co branded with JBB and PGA logo.

JBP 22 H1 Golf



Item Name: JBP 22 H1 Visor
Item Number: JBP221039064
Unit Per Pack: 25 **Pack Price:** \$156.50
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/50 units
Description: Black visor with PGA of America and Jim Beam Black logos.



Item Name: JBP 22 H1 Wooden Golf Tees
Item Number: JBP221035538
Unit Per Pack: 25 **Pack Price:** \$4.25
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 5 packs/125 units
Description: Black wooden golf tees, branded with the JBB logo. One unit equals 5 tees in a poly bag.

JBW 22 H1 Consumer Giveaways



Item Name: JBW 22 H1 Baseball Hat
Item Number: JBW221035897
Unit Per Pack: 12 **Pack Price:** \$61.80
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 6 packs/72 units
Description: Consumer Giveaway. Premium Baseball Hat with Jim Beam White logo on side, black hat with strap closure.



Item Name: JBW 22 H1 Long Cord iPhone Charger
Item Number: JBW221036836
Unit Per Pack: 25 **Pack Price:** \$60.25
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/50 units
Description: Jim Beam branded long iphone charger with white and yellow chord



Item Name: JBW 22 H1 Unisex Short Sleeve T-shirt
Item Number: JBW221036813
Unit Per Pack: 12 **Pack Price:** \$70.80
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 8 packs/96 units
Description: Unisex short sleeve t-shirt. Jim Beam Swing and Rosette. Pack of 12 (2 SM, 4 Med, 4 LG, 2 XLG)

JBW 22 H1 FLOW On Premise



Item Name: JBW 22 H1 Chalkboard - Fullsize Frame w/Markers
Item Number: JBW221035914
Unit Per Pack: 1 **Pack Price:** \$92.24
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 4 packs/4 units
Description: 23.75 in w x 40 in h A-Frame Chalkboard. White painted frame with Jim Beam logo. Includes 2 markers.



Item Name: JBW 22 H1 Coasters
Item Number: JBW221035906
Unit Per Pack: 500 **Pack Price:** \$25.00
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 10 packs/5000 units
Description: Biodegradable, Standard 2-sided 4" diameter paper coaster with JBW branding. 100% recyclable and 100% made from recycled content.



Item Name: JBW 22 H1 Market Umbrella
Item Number: JBW221035911
Unit Per Pack: 1 **Pack Price:** \$108.04
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 8 packs/8 units
Description: JBW 7ft patio umbrella, 4 panel top with metal pole and metal base, includes valences. Made from rPET, or approx 75 plastic bottles per umbrella.



Item Name: JBW 22 H1 Stadium Cup - 12 oz
Item Number: JBW221035910
Unit Per Pack: 500 **Pack Price:** \$115.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 4 packs/2000 units
Description: 12 oz white stadium cup with Jim Beam logo.

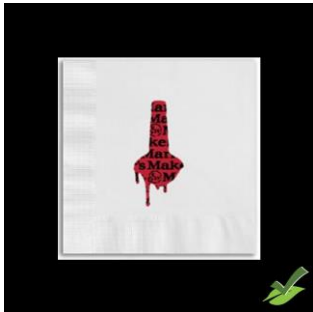
MM 22 Q1/Q2 On Premise Flow



Item Name: MM 22 H1 Bartender Apron - Knee - Length
Item Number: MM221036175
Unit Per Pack: 4 **Pack Price:** \$58.88
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 3 packs/12 units
Description: Waxed canvas knee - length apron. Debossed with Maker's Mark logo.



Item Name: MM 22 H1 Coaster
Item Number: MM221036157
Unit Per Pack: 500 **Pack Price:** \$25.00
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 10 packs/5000 units
Description: Biodegradable, standard 2-sided 4" diameter paper coaster with Maker's Mark branding. 100% recyclable and contain 100% recycled content.



Item Name: MM 22 H1 Cocktail Napkin - Kraft
Item Number: MM221036158
Unit Per Pack: 1000 **Pack Price:** \$40.00
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 3 packs/3000 units
Description: Kraft 5" x 5" folded beverage napkin with Maker's Mark logo. 100% recyclable and 100% made from recycled content.



Item Name: MM 22 H1 Condiment Caddy - Stainless Steel
Item Number: MM221036159
Unit Per Pack: 6 **Pack Price:** \$250.08
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 5 packs/30 units
Description: Maker's Mark Red branded stainless steel condiment caddy with embossed logo on all three sides. Includes (6) 1-pint inserts. Inner pint inserts made from PLA (corn-base material) diverting plastics from landfills.



Item Name: MM 22 H1 Market Umbrella
Item Number: MM221036164
Unit Per Pack: 1 **Pack Price:** \$90.04
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 8 packs/8 units
Description: Maker's Mark branded 7ft patio umbrella, 4 panel top with wooden pole and metal base. Made from rPET, or approx 75 plastic bottles per umbrella.



Item Name: MM 22 H1 Mule Mug - 12 oz
Item Number: MM221036163
Unit Per Pack: 36 **Pack Price:** \$147.24
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 3 packs/108 units
Description: 12 oz. Mule Mug. Hammered copper base with a SIV logo etched onto the front and a riveted handle. Drives Maker's Mule drink strategy. Serves 1.

MM 22 Q1/Q2 Make it Remarkable: Flow



Item Name: MM 22 H1 Adidas Dry Fit Polo - Men's
Item Number: MM221036225
Unit Per Pack: 12 **Pack Price:** \$441.72
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/24 units
Description: Red AdidasDri Fit Prime Polo with Maker's Mark branding on the left chest (red). Packout: 12's (pack of 12 includes 1S, 2M, 3L, 4XL, 2XXL). Made with 96% recycled polyester material.



Item Name: MM 22 H1 Backpack
Item Number: MM221036212
Unit Per Pack: 1 **Pack Price:** \$57.89
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/1 units
Description: Eco-friendly backpack, lining is made with recycled plastic bottles. Partnering with One Tree Planted, for every backpack purchased a tree is planted.



Item Name: MM 22 H1 Coffee Mug
Item Number: MM221038386
Unit Per Pack: 6 **Pack Price:** \$27.48
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 5 packs/30 units
Description: 12oz cream ceramic mug with red lip. Perfect for on premise hot cocktails.



Item Name: MM 22 H1 Hat
Item Number: MM221036165
Unit Per Pack: 12 **Pack Price:** \$108.80
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/36 units
Description: Branded baseball hat with patch.



Item Name: MM 22 H1 Reusable Tote
Item Number: MM221036226
Unit Per Pack: 12 **Pack Price:** \$63.24
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 2 packs/24 units
Description: Encourage function and form with a sustainable tote that folds into itself. Features overdipped Maker's Mark bottle and SIV snap. Made from organic cotton. GOTS certified.



Item Name: MM 22 H1 Robe
Item Number: MM221036255
Unit Per Pack: 1 **Pack Price:** \$31.70
Warehouse Expected Ship Date: 03/16/2022
Delaware QTY: 5 packs/5 units
Description: A red summer robe with waffle style fabric perfect for those treat yourself moments. Made with eco-friendly material.

MM 22 Q1/Q2 Make it Remarkable: Flow



Item Name: MM 22 H1 Rolling Bottle Bag (6 bottle)
Item Number: MM221036252
Unit Per Pack: 1 **Pack Price:** \$133.99
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 6 packs/6 units
Description: Red Rolling carrier that accommodates the broad shoulders of Maker's Mark bottles.

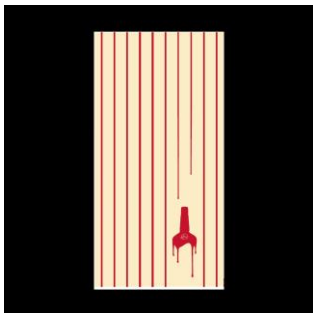


Item Name: MM 22 H1 Table Cloth
Item Number: MM221039277
Unit Per Pack: 1 **Pack Price:** \$67.20
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 1 packs/1 units
Description: Red tablecloth with heritage logo. Can be reversed and used with more subtle branding with just SIV. Dimensions: 132" w x 90" l. Made with rPET (textiles made with recycled plastic bottles)



Item Name: MM 22 H1 T-Shirt
Item Number: MM221036227
Unit Per Pack: 12 **Pack Price:** \$109.11
Warehouse Expected Ship Date: 01/02/2022
Delaware QTY: 8 packs/96 units
Description: Organic cotton Unisex Red Short-Sleeve T-Shirt. Maker's Mark bottle illustration. Comes with a custom Maker's Mark branded apparel tag. Pack Size 12 (1S, 2M, 3L,4XL, 2XXL).

MM 22 Q2 That Remarkable Summer (Q2/Q3)



Item Name: MM 22 H1 Beach Towel
Item Number: MM221036223
Unit Per Pack: 5 **Pack Price:** \$62.60
Warehouse Expected Ship Date: 04/01/2022
Delaware QTY: 5 packs/25 units
Description: Encourage summertime fun with a Maker's Mark branded beach towel. 100% cotton. 30" x 60".

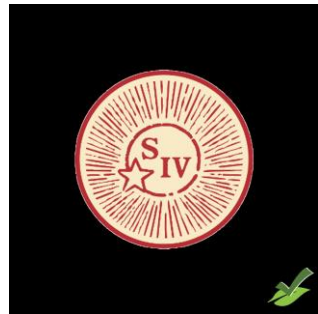


Item Name: MM 22 H1 Sunglasses
Item Number: MM221036244
Unit Per Pack: 10 **Pack Price:** \$17.28
Warehouse Expected Ship Date: 04/01/2022
Delaware QTY: 10 packs/100 units
Description: Eco Friendly Sunglasses, great for trade giveaways. Made from 40% wheat straw.



Item Name: MM 22 H1 Cooler
Item Number: MM221036245
Unit Per Pack: 1 **Pack Price:** \$203.47
Warehouse Expected Ship Date: 04/01/2022
Delaware QTY: 3 packs/3 units
Description: Cooler to keep you Maker's Mark cocktails cool during warmer months or great for off premise display. 35L

MM 22 Q1 Maker's Hour: Shopper



Item Name: MM 22 H1 Display Rug
Item Number: MM221036247
Unit Per Pack: 1 **Pack Price:** \$205.93
Warehouse Expected Ship Date: 01/30/2022
Delaware QTY: 1 packs/1 units
Description: Round indoor rug with Maker's Mark SIV Logo. Lifestyle display piece. Made from eco-friendly material, jute material. 6' diameter rug.



Item Name: MM 22 H1 Display Umbrella
Item Number: MM221036494
Unit Per Pack: 1 **Pack Price:** \$95.52
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/2 units
Description: Cantilever umbrella to enhance your off premise displays . This includes weighted bases. Made with rPET canvas.



Item Name: MM 22 H1 Fergus Pouf
Item Number: MM221036620
Unit Per Pack: 1 **Pack Price:** \$118.07
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 1 packs/1 units
Description: Highlighting the treat yourself moments, perfect for off premise display enhancer.



Item Name: MM 22 H1 Iconic Display - Medium
Item Number: MM221036248
Unit Per Pack: 1 **Pack Price:** \$380.79
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 1 packs/1 units
Description: Can be used as a mass display or a medium display, structure is adjustable . Comes with (2) versions of canvas artwork. Holds between 6- 12 cases. Dims: 71"W x 15"D x 60"H. Unit Price: \$292. One Time Fees: \$43.91 each. Reduced packaging waste



Item Name: MM 22 H1 Iconic Pole Topper
Item Number: MM221036250
Unit Per Pack: 1 **Pack Price:** \$215.60
Warehouse Expected Ship Date: 12/16/2021
Delaware QTY: 3 packs/3 units
Description: Pole topper with screen printed canvas poster with wood top and bottom framing. Copper Pole for support. Dimensions: 22"W x 4"D x 24.75"H. Reduced packaging waste + recyclable packaging material.



Item Name: MM 22 H1 Lounge Chair
Item Number: MM221036495
Unit Per Pack: 1 **Pack Price:** \$45.88
Warehouse Expected Ship Date: 12/02/2021
Delaware QTY: 2 packs/2 units
Description: Summer lounge chair to amplify your off premise displays and inspire summer cocktailting.