

2022 Kickoff Meeting

January 14th, 2022





Beam SUNTORY

Agenda

- **Introduction**
- 2022 Updates
- 2022 KPI's
- Q1 Programming
- Closing Comments

Introduction

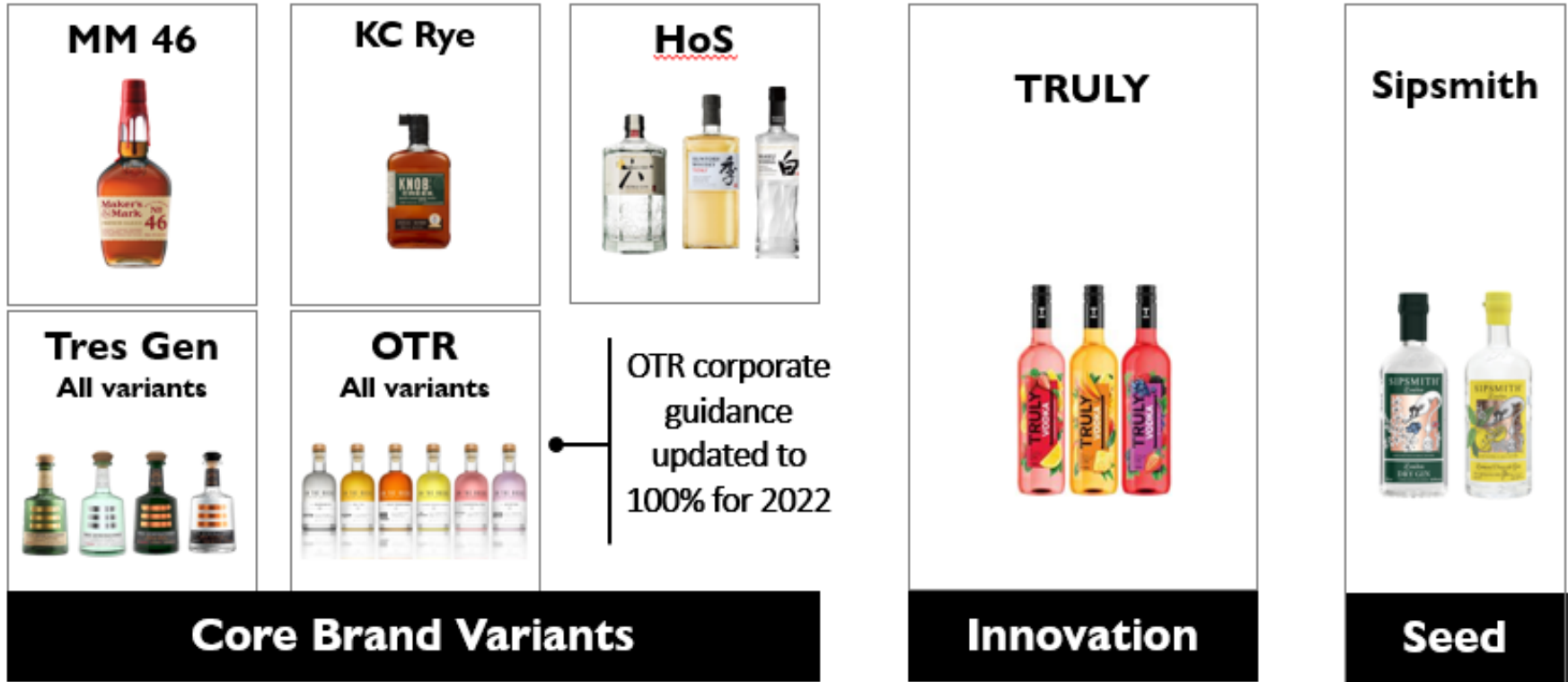
Thank you all for an incredible 2021!

-  ***FY NSV Plan Achieved – We finished + 3.29% NSV vs LY!***
-  ***5 out of 6 Big Bets Achieved!***
-  ***100% Completion on ALL Distribution KPI's!***
-  ***100% Completion on ALL Execution KPI's!***

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2022 Big Bets

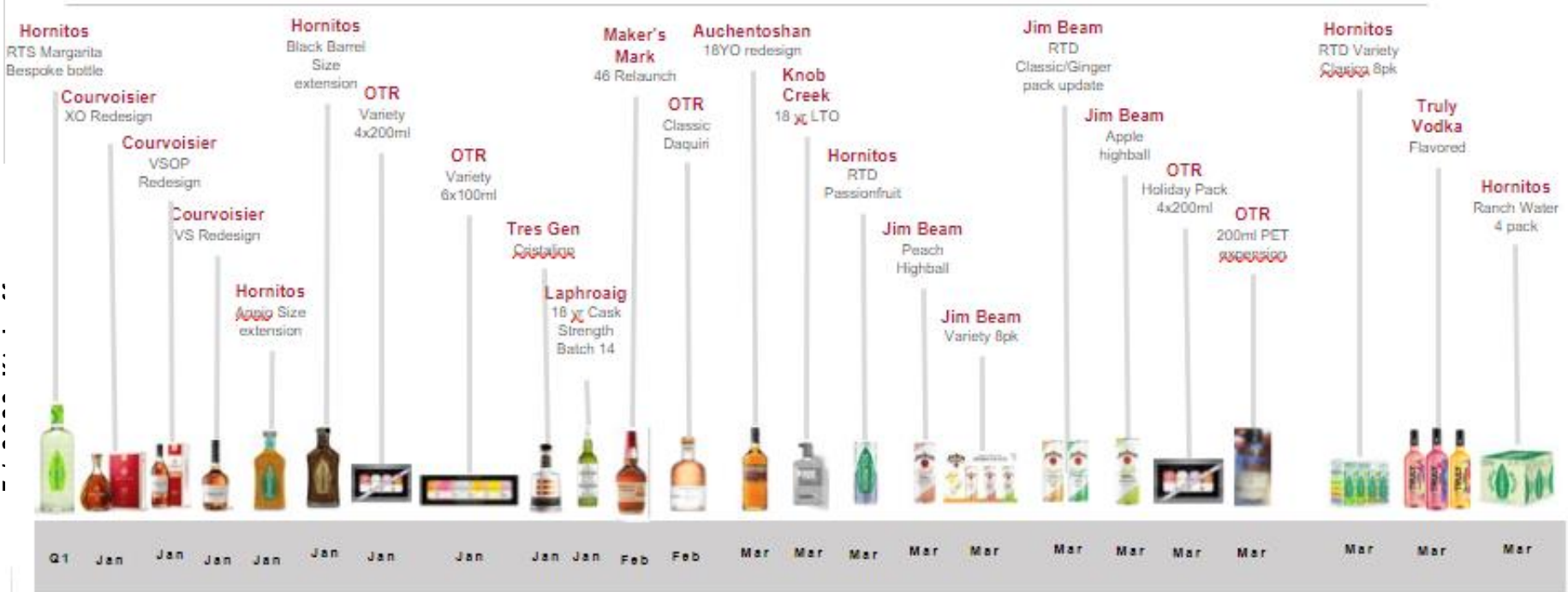


2022 7 Things

6 / 2022 Kickoff



Q1 Innovation



**Timing and Availability subject to change*

2022 Price Changes

2022 Permanent Price Changes - H1			
Brand	Size	Timing	Shelf Impact
Legent	750ml	July	\$10.00
Old Overholt	750ml	July	\$3.00
Bowmore 25yr	750ml	March	\$195.00
Courvoisier VS	1.75L	March	\$6.00
Courvoisier VS	750ml	March	\$3.00
Courvoisier VS	375ml	March	\$2.00
Courvoisier VS	200ml	March	\$1.00
Courvoisier VSOP	750ml	March	\$7.00
Courvoisier VSOP	375ml	March	\$4.00
Courvoisier VSOP	200ml	March	\$2.00
Courvoisier XO	750ml	March	\$5.00
Laphroaig 25yr	750ml	March	(\$150.00)
Knob Creek 9yr & Rye Single Barrel	750ml	February	\$10.00
Hornitos Plata & Repo	375ml	February	\$1.50
Canadian Club	375ml	February	\$1.00

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2022 KPI Updates

	OBJECTIVE	TIMING	TRACKING
Distribution	Grow brand footprint through On and Off-Premise ACV or PODs.	Quarterly	COE ACV Trackers <u>Aperity</u> (PODs)
Display	Drive brand messaging and volume through display execution and merchandising excellence.	Quarterly	GoSpotCheck
Menu	Build brand awareness and drive pull through branded menu placements.	Half Year	GoSpotCheck
Shelf	Achieve key shelf priorities to optimize presence on shelf.	Quarterly	GoSpotCheck
eCommerce	Drive online purchase and digital activation through eKPI	Quarterly	GoSpotCheck

2022 KPI Updates

	2022 OBJECTIVE (CHANGE)
Display	Add enhanced Display Standards to drive merchandising excellence and track POS execution in missions.
Menu	Extra weighting for executing Highball strategy for Jim Beam and HOS.
eCommerce	Accelerate digital shelf and web / app feature focus through standalone premise KPIs.
RTD Retail Execution	Focus on Displays and Cold Box as highest priority retail execution opportunities.

2022 KPI Menu Updates

Parameters:

- Maintain Menu KPI structure, while Jim Beam and HOS receive an **extra point when in a Highball**
 - KPIs will roll up to a point total goal for Jim Beam and HOS
- **8 KPIs / half (vs. 6 LY)** to reflect incremental focus driving On Prem acceleration
 - Off Prem pull KPI equivalent (Displays) have 12 KPIs / half – increased On Prem weighting warranted

H2 Menu KPI Focus Brands:



Maker's Mark



Basil Hayden's



Knob Creek



Legent



Prem+ Teq



Sipsmith



Jim Beam



HOS

+1 Point if
featured in a
Highball

2022 E-KPI Updates

Main Parameter Shifts:

- Make 3rd party accounts (Drizly, Minibar) viable for Off Prem eKPI credit
- Shift focus to Buy Now activities with separate topline Off and On Prem eKPIs
- Only 7 Things + Seed brands will be targeted for eKPI credit

Updated 2022 eKPI Structure

Premise	KPI Type	Accounts Targeted
Off Premise: total goal across Digital Shelf and Digital Messaging	Digital Shelf: proof of 7 Things items available for purchase on site/app for store (e.g. Product Image, Brand Title, option to Buy Now) <ul style="list-style-type: none"> • GSC Submission by brand for any 7 Things variant 	<ul style="list-style-type: none"> • Viable eComm Accounts (retailer website OR <u>Drizly, Minibar, etc. for particular account</u>) • Market teams to confirm updated list
	Digital Messaging (Web / App Feature): Digital brand and product messaging to consumers (e.g. banner, email feature, staff pick, promotion, recipes) <ul style="list-style-type: none"> • GSC Submission by feature 	
On Premise: total goal across Social Media and Digital Messaging	Social Media post through GoSpotCheck	All On Prem accounts in Execution KPI universe
	Digital Messaging: digital brand messaging to consumers (e.g. Consumer Events, Drink Specials, Recipes) <ul style="list-style-type: none"> • GSC submission by feature 	

2022 RTD KPI Updates

Display and Cold Box are the most important priorities for RTD execution.

2021 RTD Execution KPI

- Blended Shelf + Display KPI with weighting (points) system.

Placement Type	Weighted Points
Floor display	2
End-cap display	2
Register display	1
Shelf	1
Coldbox	2
KPI Credit	8

2022 RTD Execution KPI

Focus solely on Display and Cold Box as **discrete KPIs to ensure execution on each of our highest priorities outside of distribution:**

1. Standalone **Display KPI**
 2. Standalone **Cold Box KPI**
- **Note that RTD Distribution is covered in the Distribution KPI**
 - OTR: 4 variant min required for POD
 - Canned RTD: 2 variant min required for POD

Q1 GSC KPI Goals

H1 Menu	Menu Goal
2022 Sipsmith Family	17
2022 Courvoisier Family	10
2022 Prem+ Tequila	120
2022 Jim Beam Family	90
2022 Legent	10
2022 Knob Creek Rye	20
2022 Maker's Mark Family	135
2022 Basil Hayden Family	75

Q1 Displays	Display Goal
2022 Courvoisier Family	10
2022 Tres Gen Family	8
2022 Hornitos Family	40
2022 Jim Beam Family	100
2022 Maker's Mark Family	85
2022 Basil Hayden Family	50

Q1 Off Premise EKPI Execution	Goal
Digital Shelf	1
Digital Messaging	2

Q1 Shelves	Points	Shelf Goal
JB White (Location)	1	445
JB Flavors (Adjacency)	1	
Makers Mark (Location)	1	
Makers Mark (Adjacency)	1	
Maker's 46 (Adjacency)	1	
Basil Hayden (Location)	1	
Knob Creek Rye (Location)	1	
Knob Creek Rye (Location)	1	
Legent (Location)	1	
Courvoisier (Adjacency)	1	

Q1 On Premise EKPI Execution	Goal
Social Media	2
Digital Messaging	1

Q1 ACV KPI Goals

Q1 ACV Off Premise	Goal
JB Orange	60.00
Makers CS & 46	115.00
Basil Hayden Family	113.00
Knob Creek Rye	64.00
Hornitos Family	135.00
Tres Gen Family	78.00

Q1 ACV On Premise	Goal
JB Orange	10.00
Makers CS & 46	41.50
Basil Hayden Family	65.00
Knob Creek Rye	28.00
Hornitos Family	43.00
Tres Gen Family	15.00

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

Q1 ACV KPI Promos

- **Off Premise:**

- **JB Orange**

- Buy 3bt 200ml get 3bt 100ml for \$1

- **Maker's Mark**

- Maker's 46: 3 btl Top Deal
- Maker's Cask Strength: 3 btl Top Deal

- **Basil**

- 3btl Top Deal; Original 1.75, 70ml & 375ml & Dark Rye 750ml

- **Knob Creek Rye**

- Buy 3bt 1.75 get 3bt 750ml for \$10 each
- Buy 2bt 375ml get 3rd for \$1

- **On Premise:**

- **JB Orange**

- Buy 1bt JB Orange 1.0L get 1bt JBW 1.0L for \$5

- **Maker's Mark**

- Maker's 46: 1 btl Top Deal
- Maker's Cask Strength: 1 btl Top Deal

- **Basil**

- 1 btl Top Deal Original 1.0L & Dark Rye 750ml

- **Knob Creek Rye**

- Buy 1bt Knob Creek Rye get 1bt Maker's Mark 1.0L for \$10

2022 KPI Focus Calendar



On-Premise	Q1	Family	Family	Family	Legent (Menu)	Orange (Distro)	Family (Menu)	Prem+ Tequila	Family (Menu)			Family (Menu)	
	Q2	Family	Family (Menu)	Family (Menu)	Legent		Family	Prem+ Tequila	Family (Menu)			Family	
	Q3	Family	Family	Family	Legent (Menu)	Family	Family (Menu)	Prem+ Tequila				Family (Menu)	
	Q4	Family	Family (Menu)	Family	Legent (Menu)	Family	Family	Prem+ Tequila				Family (Menu)	

Off-Premise	Q1	Family	Family	KC Rye (Distro)		Family		Hornitos	Tres	Family (Display)				
	Q2					Flavors (Distro)	Family	Hornitos (Display)	Tres		Family	Family (Distro)	Family (Display)	Truly
	Q3	Family		Family		Family		Hornitos			Family	Family (Distro)		Truly (Display)
	Q4	Family	Family	KC Rye (Distro)		Family (Display)	Family		Tres		Family (Display)			Truly (Distro)

Brands per KPI
 Distro: 6 per quarter
 Display: 6 per quarter
 Menu: 8 per half

Focus Period
 (Both Prem KPIs)

Focus Period
 (1 Prem KPI)

Q1 KPI Focus Calendar



		Maker's Mark	Basil Hayden	KC Rye	Legent	Jim Beam	HOS	Hornitos	Tres Gen	CV	OTR	RTD/RTS	Slipsmith	Truly Vodka
On-Premise	Distro	MM 46 + CS	Family	KC Rye		JB Orange		Family	Family					
	Menu	Family	Family	KC Family	Legent		Family	Prem+ Tequila		Family			Family	
Off-Premise	Distro	MM 46 + CS	Family	KC Rye		JB Orange		Family	Family					
	Displays	Family	Family			Family		Family	Family	Family				
	Shelf	NA Whiskey												
eKPI	Off Prem: Digital Shelf + Digital Messaging On Prem: Social Media + Digital Messaging													

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Q1 Uno, Dos, Tres National Program

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Uno, Dos, Tres Overview

- **FOCUS:** Increase our distribution of Hornitos Plata/Repo and Tres Generaciones in our KPI Universes. “Own the floor” Display competitions to capture the attention of our instore consumers.
- **Brands/Skus:** Hornitos Plata/Repo, Tres Generaciones
- **Timeframe:** Jan 1- Mar 31
- **Premise:** On/Off Indy PODs // (For Display Competitions: All market accounts included)
- **Competition Tiers:**
 - **Perfect Store/POD Chase:** The Top 2 Performing Markets by Tier will win \$\$\$!!
*Top Performer determined by the Total Combined % Achieved of all distribution goals.



Each goal must be achieved to qualify*

- Tier 1 Markets: 1st Place \$21,000; 2nd Place \$10,500
- Tier 2 Markets: 1st Place \$18,000; 2nd Place \$9,000
- Tier 3 Markets: 1st Place \$15,000; 2nd Place \$7,500
- Tier 4 Markets: 1st Place \$15,000; 2nd Place \$7,500

Uno, Dos, Tres Overview

- **Display Competition Tiers:** (More details to come; for all displays Size and Location Matter!)
 - **ULTIMATE Store:** One Winner Nationally will be awarded **\$5,000**
 - **Criteria MUSTS:** Floor display containing Hornitos Repo & Plata & Tres Generaciones Plata, Repo & Anejo (Can be one single display or 2 displays); Minimum 15cs; All skus must be on shelf; Current 'On Brand' POS included
 - **BONUS POINTS:** Hornitos RTD /Anejo/Black Barrel on display
 - **HORNITOS Display:** One Winner per Tier will win **\$2,000**
 - **Criteria MUSTS:** Floor display containing Hornitos Repo & Plata; Minimum 8cs; All skus must be on shelf; Current 'On Brand' POS included
 - **BONUS POINTS:** Hornitos RTD/Anejo/Black Barrel on display; Shelf Facings with minimum 2 sizes
 - **TRES GENERACIONES Display:** One Winner per Tier will win **\$2,000**
 - **Criteria MUSTS:** Floor display containing 2 skus of Tres Generaciones Plata/Repo/Anejo; Minimum 5cs; All skus must be on shelf; Current 'On Brand' POS included
 - **Market Display:** Each market that submits a display will be awarded **\$1,000**
 - **Criteria MUSTS:** Floor display containing any 2+ Skus of your choice Hornitos Repo/Plata or Tres Generaciones Plata/Repo/Anejo; Minimum 5cs; Current 'On Brand' POS included (Bonus Points will also be available)

DOS

Uno, Dos, Tres Goals

24 / 2022 Kickoff

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		OFF PREMISE			
Market	KPI Total # Accounts -OFF	Hornitos PS		Tres Gen PS	
		FINAL GOAL	% Increase vs PY Q1	FINAL GOAL	% Increase vs PY Q1
Delaware	299	175	52%	36	100%
		ON PREMISE			
Market	KPI Total # Accounts -ON	Hornitos PODS		Tres Gen PODS	
		FINAL GOAL	% Increase vs PY Q1	FINAL GOAL	% Increase vs PY Q1
Delaware	563	207	70%	58	70%

Uno, Dos, Tres Local Incentive

On-Premise Payout Details:

- Reps: Most new placements across Hornitos & Tres Gen
- Reps: Sliding Scale Payouts – Full Payout if DE Wins / 50% Payout if DE Qualifies
 - 1st Place: \$500 (DE Wins) / \$250 (DE Qualifies)
 - 2nd Place: \$450 (DE Wins) / \$225 (DE Qualifies)
 - 3rd Place: \$400 (DE Wins) / \$200 (DE Qualifies)
 - 4th Place: \$350 (DE Wins) / \$175 (DE Qualifies)
 - 5th Place: \$300 (DE Wins) / \$150 (DE Qualifies)
 - 6th Place: \$250 (DE Wins) / \$125 (DE Qualifies)
- Minimum 5 new PODs to qualify
- **Promos**
 - Buy 1bt Tres Gen Plata get 1 btl Hornitos Plata 1.0L for \$8
 - Buy 1bt Tres Gen Repo get 1 btl Hornitos Repo 1.0L for \$8

Uno, Dos, Tres Local Incentive

Off-Premise Payout Details:

- Reps: Based on Cumulative % Territory Perfect Stores across Hornitos & Tres Gen
- Reps: Sliding Scale Payouts – Full Payout if DE Wins / 50% Payout if DE Qualifies
- Split Book
 - 1st Place: \$500 (DE Wins) / \$250 (DE Qualifies)
 - 2nd Place: \$450 (DE Wins) / \$225 (DE Qualifies)
 - 3rd Place: \$400 (DE Wins) / \$200 (DE Qualifies)
 - 4th Place: \$350 (DE Wins) / \$175 (DE Qualifies)
 - 5th Place: \$300 (DE Wins) / \$150 (DE Qualifies)
- Full Book
 - 1st Place: \$400 (DE Wins) / \$200 (DE Qualifies)
 - 2nd Place: \$300 (DE Wins) / \$150 (DE Qualifies)
 - 3rd Place: \$200 (DE Wins) / \$100 (DE Qualifies)
- Minimum 3 new perfect stores to qualify
- Promos
 - Buy 2bt Tres Plata, get the 3rd bottle for \$14.00
 - Buy 2bt Tres Repo, get the 3rd bottle for \$15.00
 - Buy 2bt Tres Anejo, get the 3rd bottle for \$16.00
 - Buy 2bt Hornitos Plata 375ml get 3rd for \$1.00
 - Buy 2bt Hornitos Repo 375ml get 3rd for \$1.00

Q1 Fast Start Program

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Off-Premise Program Overview

Focus: Drive Volume Above Plan on 7 Things to ensure successful 2022 start vs. 2021 67% Growth

Timing: January 1st – March 31st

Brands: Maker's Red Top (ex. PS), Basil Family, JB Family, Sipsmith, HOS, Hornitos, Legent, Knob Creek

Objective: Individual Goals per Brand Category; payout based on # of brand goals achieved Per Individual

Off Premise Payouts:

3 out 7 = \$700

5 out 7 = \$1125

7 out 7 = \$1550



On-Premise Program Overview

Focus: Drive Volume Above Plan on 7 Things to ensure successful 2022 start vs. 2021 67% Growth

Timing: January 1st- March 31st

Brands: Maker's Red Top (ex. PS), Basil Family, JB Family, Sipsmith, HOS, Hornitos, Legent, Knob Creek

Objective: Individual Goals per Brand Category; payout based on # of brand goals achieved Per Individual

On Premise Payouts:

3 out 7 = \$525

5 out 7 = \$900

7 out 7 = \$1250



Q1 Perfect Bar Program

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Perfect Bar: Program Parameters



- **FOCUS:** Increase our multi sku distribution of *On-Premise Priority Brands* within an account making it 'Q1 Perfect'
- **Brands/Sku Groups:** There are 25 'Brand/sku Groups' to choose from. See image
- **Timeframe:** Jan 1- Mar 31
- **Premise:** On Premise
- **POD = 1 btl; No Unsold Period**
- **Program DETAILS/Goal:**
 - **OPEN MARKETS:** Sell 5 PODs from the list of 25 Brand/Sku 'groups' into the same account
 - **GOAL = 20%** of Active KPI Universe excluding Inside Sales
 - **Qualifiers:** Account **MUST** have 1 Prem+ Tequila POD & 1 Amer Whiskey POD
 - **FRANCHISE MARKETS:** *qualifier adjustments*
 - **NEVADA:** Qualifier = 1 Tequila POD per account **NO** Amer Whisky req'd
 - **ARKANSAS:** Qualifier = 1 Amer Whiskey POD per account **NO** Tequila req'd
 - **CLASS B MARKETS:** TEXAS, KANSAS, SOUTH CAROLINA- your program will run throughout the entire H1 period- there will not be a Q1 payout option
 - **MUST** attain H1 KPI Menu goals by brand group +10% to qualify for Bonus dollars
 - +10% can be attained using any mix of brands- only original KPI menu goals must be attained by brand
- **BONUS \$\$\$\$:** Bonus Dollars are based on your market's goal
 - Total Market goal **MUST** be achieved to Qualify for payment

Program Brand/Sku Groups
Basil Family
CV VS
CV VSOP
El Tesoro Family
Hornitos Blanco
Hornitos Repo
Hornitos All Other
HoS: Haku
HoS: Roku
HoS: Toki
JB Black
JB Flavors w/ Red Stag
JB White
Knob Creek 9yr
Knob Creek Rye
Laphroaig Family
Legent
Makers 46
Makers All Other
Makers Cask
Makers Redtop
Sipsmith Family
Tres Gen Anejo
Tres Gen Blanco
Tres Gen Repo

**** This program will run again Q2 and Q3 with increasing definitions of "Perfect". Quarter to Quarter the goals will adjust either by increasing the % of universe or # of required PODs will increase.**

Each new quarter will start at zero, we want the great accounts in market to re-qualify, we want the rebuy order in the new accounts you acquire to count, we want it all! **

Perfect Bar: Goals

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	448	1	90	20.0%	0	(90)	0.0%
Colorado	2,123	2	425	20.0%	1	(424)	0.2%
Illinois	8,293	2	1,659	20.0%	0	(1,659)	0.0%
Indiana	2,029	3	406	20.0%	0	(406)	0.0%
Louisiana	2,248	2	450	20.0%	1	(449)	0.2%
MN - SGWS	911	2	182	20.0%	0	(182)	0.0%
Nebraska	1,037	2	207	20.0%	0	(207)	0.0%
North Dakota	566	2	113	20.0%	0	(113)	0.0%
Oklahoma	973	2	195	20.0%	0	(195)	0.0%
South Dakota	578	2	116	20.0%	0	(116)	0.0%
Central Region	19,206	2	3,841	20.0%	2	(3,839)	0.1%
Delaware	563	3	113	20.0%	0	(113)	0.0%
Florida	7,049	3	1,410	20.0%	1	(1,409)	0.1%
Kentucky	914	4	183	20.0%	1	(182)	0.5%
Maryland	1,571	2	314	20.0%	0	(314)	0.0%
Metro NY	6,441	2	1,288	20.0%	0	(1,288)	0.0%
Upstate NY	3,519	2	704	20.0%	0	(704)	0.0%
Washington DC	564	3	113	20.0%	0	(113)	0.0%
East Region	20,621	3	4,124	20.0%	2	(4,122)	0.0%
Alaska	582	2	116	20.0%	0	(116)	0.0%
Arizona	2,415	3	483	20.0%	0	(483)	0.0%
Northern California	5,410	2	1,082	20.0%	0	(1,082)	0.0%
Southern California	6,161	3	1,232	20.0%	0	(1,232)	0.0%
Hawaii	681	2	136	20.0%	0	(136)	0.0%
NV - SGWS	1,297	1	259	20.0%	0	(259)	0.0%
New Mexico	492	3	98	20.0%	0	(98)	0.0%
Washington	2,814	3	563	20.0%	5	(558)	0.9%
West Region	19,852	2	3,970	20.0%	5	(3,965)	0.1%
Total	59,679	2	11,936	20.0%	9	(11,927)	0.1%

On-Premise Program Overview

- **Timing:** January 1st- March 31st
- **Objective:** Achieve Perfect Bar in 20% of Account Universe (5+ SKUs of qualifying brands)
- **Incentive Details:**
 - Sales Rep Earns \$15 per Promo Sold
 - If DE Achieves Goal of 113 Perfect Stores payout per promo increases to \$30
- **Promo Details:**
 - Buy 1bt Hornitos Plata, 1bt Hornitos Repo, 1bt Maker's Mark & 1bt Knob Creek get 1bt JBW for \$1



Q1 Key Deals

- Canadian Club 1.75 w/ 2 50ml VAP
 - 5 case @ \$84.97 Starts January 17th
- Jim Beam White & Flavors 1.75L 50 Case Deal
 - March
 - \$25.99 SRP
- Jim Beam White 1L Whiskey Well Pricing
 - Jan - March
 - \$16.00/bt
- Jim Beam White & Flavors 750ml 20 Case Deal
 - March
 - \$16.99 SRP
- Jim Beam Black, Devil's Cut, Rye 1.75L 10 Case Deal
 - \$31.99 SRP
- Basil Hayden's Family
 - February & March
 - 750ml: \$39.99 SRP (-\$1.00 Shelf)



Q1 Key Deals

- **Maker's Mark 1.75L 50 Case Deal**
 - February & March
 - \$49.99 SRP
- **Maker's Mark 1L Anti Bulleit Pricing**
 - January - March
 - \$27.00/bt
- **Maker's Mark 750ml 15 Case Deal**
 - March
 - \$28.99 SRP
- **Maker's 46 5 Case Deal**
 - February, March
 - \$34.99 SRP

Courvoisier VS 750ml 10 Case Deal

- February (Last Chance in 2022)
\$27.99 SRP

Courvoisier VS 375ml 10 Case Deal

- February (Last Chance in 2022)
\$15.99 SRP








Q1 Key Deals

Available January 10th until 25 deals sold

Brand	Item #	Cases	BPC	COA	Total Cost
JB Black w/ Fever Tree 750ml	990220	1	6	\$115.34	\$115.34
JB Black 3750ml	464187	1	12	\$138.27	\$138.27
Knob Creek Rye 750ml	986041	2	6	\$166.11	\$332.22
Legent 750ml	930844	1	6	\$184.56	\$184.56
Maker's PS/CS/46 375ml	514202	1		\$189.00	\$189.00
Maker's Mark 101	977297	2	6	\$179.95	\$359.90
Maker's Mark Holiday	531580	1	12	\$278.40	\$278.40
Toki	412171	1	6	\$161.54	\$161.54
Get 5cs JBW 1.75 at \$90	15804	5	6	\$90.00	\$450.00
		15			\$2,209.23



Off-Premise VAP's

	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: March	Timing: March	Timing: March	Timing: March
QTYs	400	32	32	90	90

Off-Premise VAP's

	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

QUESTIONS?

Calls to Action

- **Start 2022 Fast & Strong!**
- **On Premise: Drive Core Brands & Perfect Bar Execution**
- **100% KPI Execution**
- **Drive Innovation, LTOs & VAPs**

THANK YOU



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Appendix



2022 SGWS/BSI Programs

Program	Metrics	Q1	Q2	Q3	Q4
Quarterly Program	Distro + Impactful Display Contest	Prem+ Tequila: Hornitos, 3G	Truly Launch	Jim Beam Flavors	
			OTR		
Q1 Fast Start	NSV	Total Portfolio w/ Qualifier = SP Amer Whiskey			
Winning in Whiskey	Off Prem Volume + Display		SP AMW (Display ONLY)	SP Whiskey (MM, BH, KC)	
Perfect Bar	Distribution	OPP Brands	OPP Brands	OPP Brands	
First Class	NSV/KPI	X	X	X	X
BSI National Programs	NSV/DGP KPIs	Champion's Club (FY NSV + DGP Growth Rate)		President's Award	

2022 Shelf Objectives optimize 7 Things brand presence and reflect Maker's Mark, Tequila, and Truly prioritization

Q1 & Q3: American Whiskey + Courvoisier

#	Brand	American Whiskey (Q1 & Q3)	Points
1	Maker's Mark	Is Maker's Mark eye level or to the right of Jack Daniels?	2
2	MM 46	Is Maker's Mark 46 to the right of Maker's Mark Classic?	1
3	Jim Beam White	Is Jim Beam White eye level or on the same shelf as Jim Beam Black?	1
4	JB Flavors	Are JB Flavors to the left of or directly below JB White?	1
5	Basil Hayden's	Is Basil Hayden's top shelf or to the right of Woodford Reserve?	1
6	KC Rye	Is Knob Creek Rye top shelf in the Rye section?	1
7	Knob Creek	Is Knob Creek Bourbon top shelf or to the left of Woodford Reserve?	1
8	Legent	Is Legent on the top shelf?	1
9	Courvoisier	Is Courvoisier eye level or in the lock box (when Hennessy is in the lock box)?	1
Total			10

Q2: Tequila, Truly, HOS, and Sipsmith

#	Brand	American Whiskey	Points
1	Hornitos	Is Hornitos at eye level?	2
2	Hornitos	Is Hornitos Adjacent to 1800 or Espolon?	1
3	3G	Is Tres Gen top shelf or adjacent to Casamigos or Herradura?	2
4	Truly	Is Truly adjacent to Deep Eddy or Reach Shelf/better?	2
5	Toki	Is Toki top shelf?	1
7	Roku	Is Roku top shelf or adjacent to Hendricks or Toki?	1
8	Sipsmith	Is Sipsmith top shelf or adjacent to Hendricks?	1
Total			10

Academy of Excellence

- **Returning Users:** The **AOE Ongoing Education** track and the corresponding credit system is now live. Please feel free to start completing courses of your choice and accumulating credits. In order to promote incremental growth in your learning journey, you will not be able to earn credits for any courses previously taken within 2 years from the date of completion. As you browse the curriculum, you will see the date of your last completion for any given course. As you continue to complete courses, you will be able to check your progress towards Gold and Platinum status in the AOE Rackhouse in CONNECT.
- **New Hires:** New team members are encouraged to register through CONNECT now and begin the **New Hire** track which will be immediately assigned to you. Users will be able to see the **New Hire** track they have been assigned under **Programs & Certificates** within the **My Learning** portal. Please see the attached guidelines for detailed instructions on how to register for CONNECT as a new user. New team members must complete the **230 credit New Hire** track prior to beginning the **AOE Ongoing Education** Track. You are welcome to complete these 230 credits within a single quarter, or extend the coursework over multiple quarters. Splitting up the curriculum evenly into two quarters, you would complete 115 credits per quarter which would qualify you for two consecutive quarters of Platinum status. Conversely, you are welcome to complete the minimum 60 credits per quarter which would put you in Silver status, and require a full 4 quarters to finish the **New Hire** track.

If you have any questions about content, please send your inquiry to CONNECT@beamsuntory.com. If you experience any technical difficulties, don't hesitate to contact ServiceDesk@beamsuntory.com.

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Silver	60 - 79 credits
Gold	80 - 99 credits
Platinum	100 - 120 credits

Credit System

- Advanced Process/Category – 25 credits
- BSI AOE Podcasts – 25 credits
- Brand Essentials – 15 credits
- Uncut/Unfiltered – 10 credits
- [SGWS BSI OP Monthly Meeting](#) – 25 credits
- [The Blend – Still Learning](#) – 10 credits
- Brand Live Webinars – 10 credits
- Local/National Brand/Sales Trainings – 10 credits
 - SG Lead to send list of attendees full names, email address, course title to [@Bridget Albert](#)
- [Staff Trainings/Customer Tastings](#) – 25 credits
- All other online courses – 5 credits