

Beam Suntory

2021

TOTAL WINE & MORE

Beam SUNTORY

Maker's Mark Activations:



Maker's Valentine's Day Pop Up Flower Shop

- February 12th & 13th
- 135 Bottles Sold

 **Maker's Mark**

Maker's Mark Quarterly Sales Blitz:



Maker's Mark Holiday:

Executed Black Friday 2021 – New Year's Day 2022

4 / Total Wine 2021 Display

Beam SUNTORY



Maker's Mark Holiday:



Beam Suntory owned #1 Display Location: Mid-November - NYE



Over 600 samples poured & 150 bottles sold over 4 activations!



Custom Hand Engraving Offered on all Beam Suntory Brands!

Hornitos Can Can Tier 4 Winner:

Tier 4 Display

DELAWARE

- Employee(s) Responsible: Kent Riggs & Adam Aspinwall
- Store Name: Total Wine & More Claymont
- Location in Store: Beer Section
- Items included: Hornitos Plata & Repo 750ml + Hornitos Lime & Mango RTD
- Total Physical Cases in Floor Display: 30

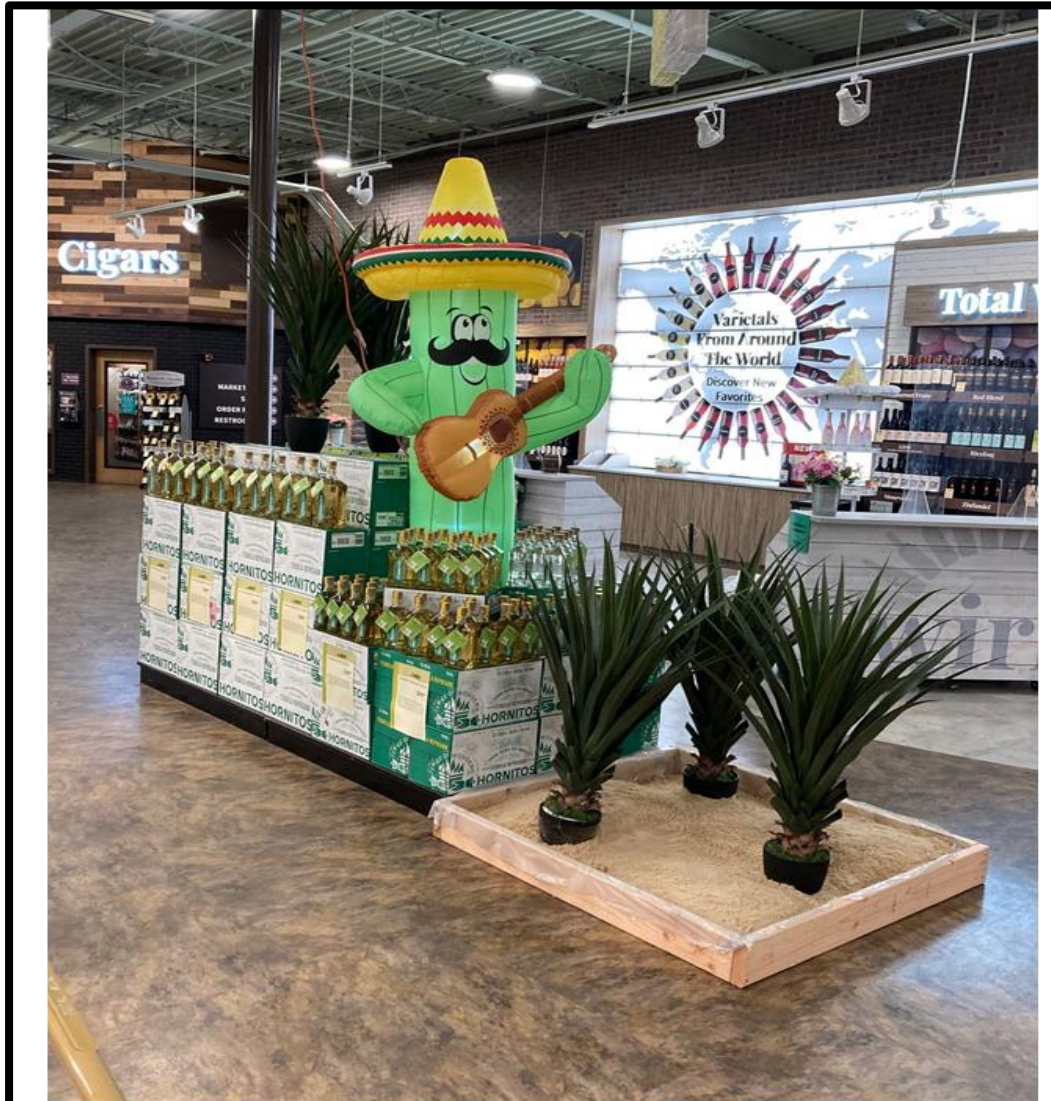
Shelf Facings:



Floor Display:
Is this in the Beer Section
YES



Hornitos Cinco Display:



55 Case Hornitos Cinco de Mayo Display