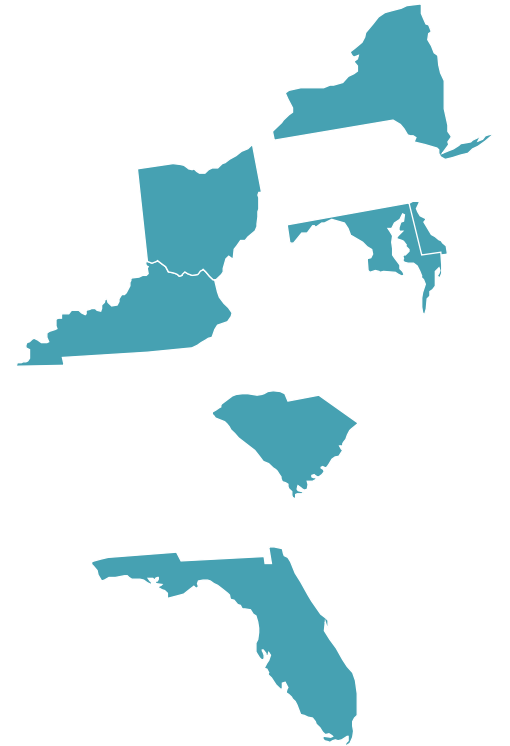




# Delaware Q4 2021 QBR

October 21<sup>st</sup>, 2021





# Opening Comments

Jim Miller & Nicole Letcher

# Agenda

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- Opening Comments
- 2021 Priorities
- YTD Performance & YTG Outlook
- Brand Scorecards & 6 Things
- Closing Comments

# 2021 Priorities



# YTD Performance Against 2021 Key Deliverables



## Deliver Financials

- **September YTD ACT: +6.7% NSV vs. Plan/ -.08% NSV vs LE2 / +6.4% NSV vs LY**
- **Performance driven by: (top 3 brands)**
  - **Courvoisier Family +\$551K NSV vs Plan / +37.1% vs LY**
  - **Makers Mark Family +\$368K NSV vs Plan / +17.7% vs LY**
  - **Hornitos Family +189K NSV vs Plan / +37.2% vs LY**



## Drive Share

- **September YTD Average NSV/9L \$116.76 per case +\$2.44 vs LY**
- **Beating House YTD: -4.9% vs House Off Premise -2.9% vs House On Premise -10.1% vs House**
  - **Excluding Salignac BSI only -0.8% YTD vs. House**
- **FY GP Outlook +\$324K vs Plan**



## Win in American Whiskey

- **September YTD Am. Whiskey +\$498K vs Plan / +9.16% vs LY**
- **Performance by Channel:**
  - **Off Premise NSV +5.3% vs LY**
  - **On Premise NSV +69.7% vs LY**



## Accelerate Hornitos

- September YTD Hornitos Family: +\$189K vs Plan / +37.2% vs LY**
- **Channel Performance:**
    - **Off prem NSV +19.8% vs LY**
    - **On Prem NSV +151.5% vs LY**

# Q4 Business Priorities

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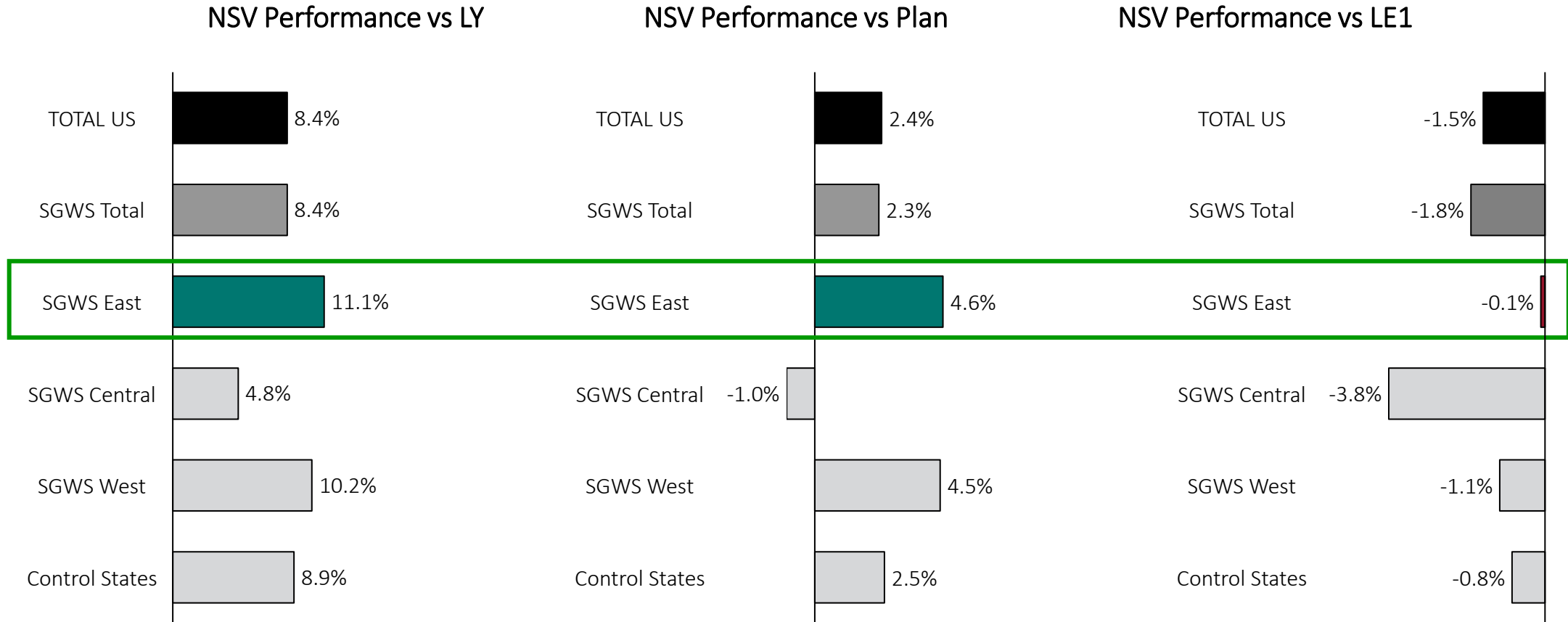
- **Continue YTD Momentum**
  - Drive Premiumization to offset Retail Trends lapping 2020 COVID Comps
    - Off Premise: -5% YTD; -23.4% October MTD
  - Drive liter sales on Core Brands to support On Premise rebound
    - On Premise: +73.4% YTD; +9.4% October MTD
- **Drive Innovation & LTO Items**
  - Drive OTR, RTD, & RTS
    - Focus on Q4 Pull Programming to support Q3 RTD Distribution Drive
  - Deplete all High NSV Q4 LTOs
    - Basil 10yr, Little Book, Knob Creek 15yr & Booker's
- **Control the Controllables**
  - Navigate Supply Chain challenges by focusing on SKUs that are unallocated
  - Sell out all allocated VAP
  - Support CV VSOP 750ml Programming to mitigate any risk to LE2

# YTD Performance & YTG Outlook



# SGWS Overall Performance by GBU

YTD September NSV Actuals



SGWS East excludes MoCo & DTC



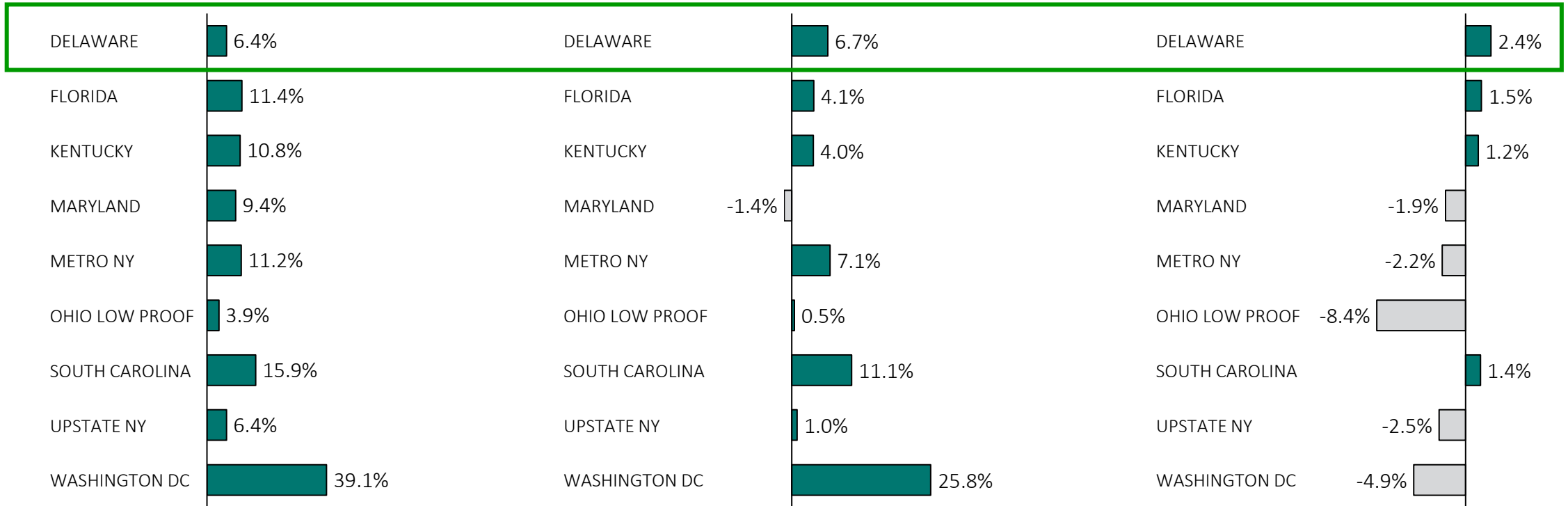
# SGWS East: Overall Performance

## YTD September NSV Actuals

NSV Performance vs LY

NSV Performance vs Plan

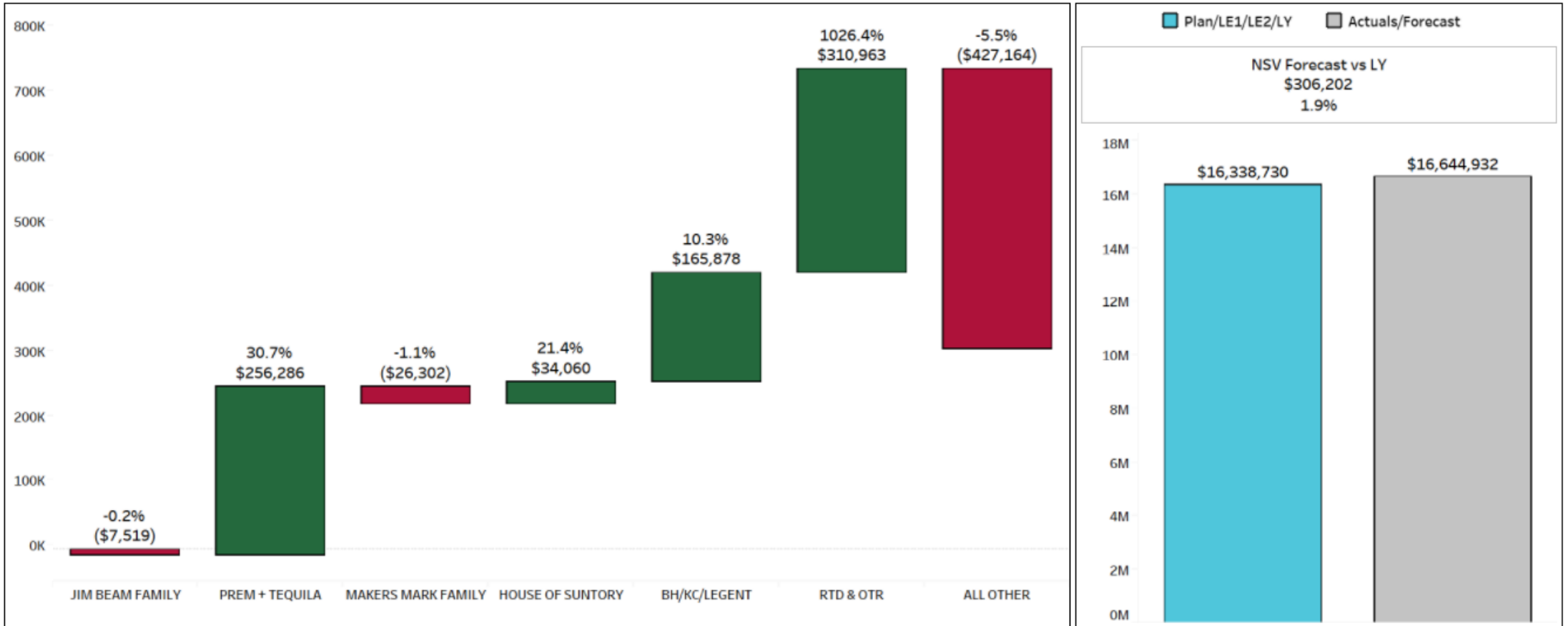
NSV Performance vs LE1



SGWS East excludes MoCo & DTC

# Delaware: 2021 Key Growth Drivers

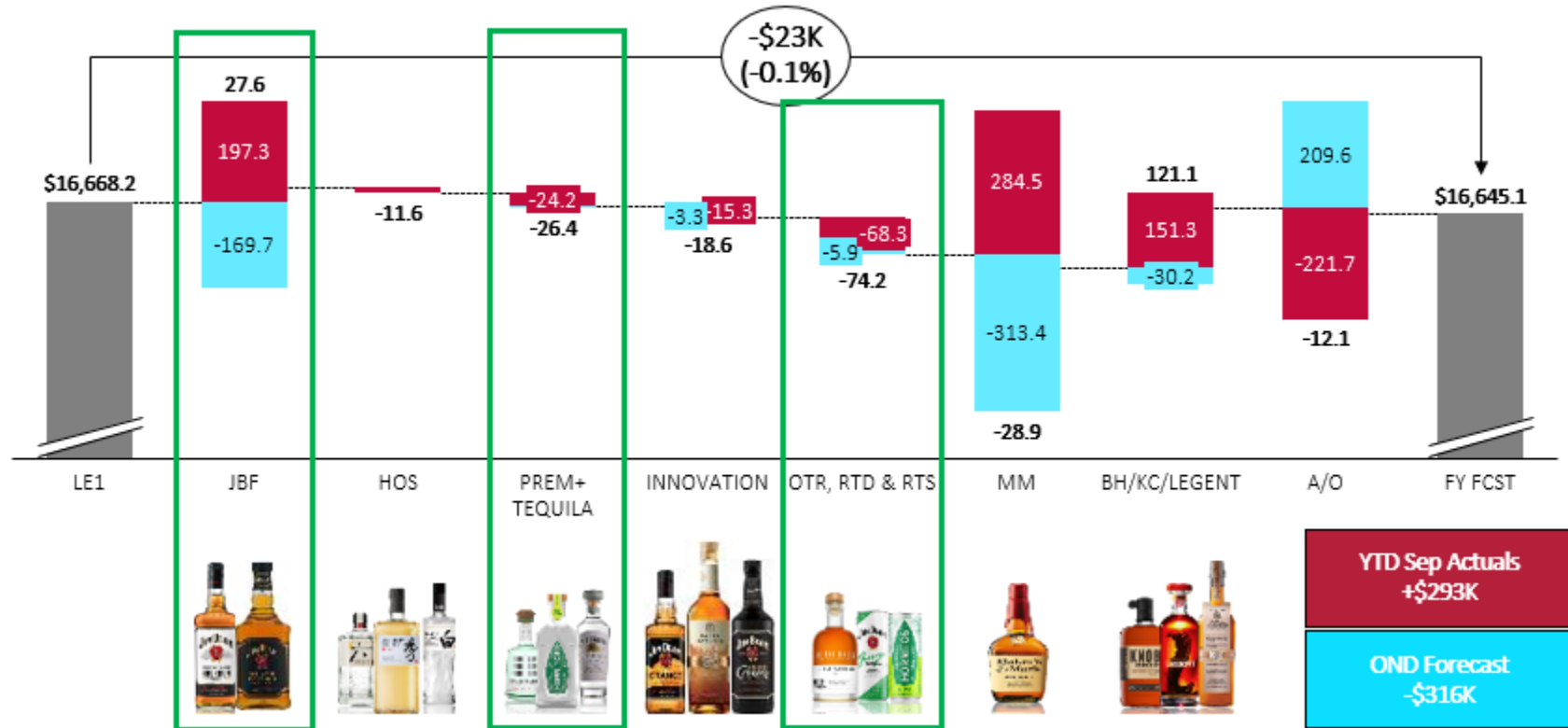
## FY NSV Target: +1.9% vs LY



- DE Forecasted to finish FY +\$306K NSV vs LY / +\$305K NSV vs Plan
- Q4 Forecast -9.95% NSV vs LY / -\$477K NSV vs Plan
  - Q4 Slow Down Driven by September Pre-PI buy ins; September Finished +3566 9L cases & +538K NSV vs. LE1
  - Lapping Q4 2020 Salignac Volume (2738 9L & \$381K NSV)
- Post PI Back Orders: Solved for 601 physical cases on gap to allocation (CV VS, JB Fire & Red Stag) leaves Gap of 1081 cases (JB Black, Red Stag, JB Peach & Knob Creek)

# Delaware: 2021 FY Forecast

## FY NSV Target: +1.9% vs LY



- BSI OND forecast decline -\$316K: driven by allocations & September Pre-PI buy ins
- Courvoisier Family driving OND growth in A/O; +149K NSV vs. LE1
- Innovation: Gap to YTD LE1 Target driven by Basil Toast delay & softer than anticipated JB Orange launch
- RTD - \$5.9KNSV vs LE1: Opportunity given no volume constraint and inventory availability (Hornitos RTS 1.75 Opportunity)
- Super Premium Bourbon: Legent Opportunity (-\$65K NSV vs. Plan YTD)

# BSI Portfolio vs SGWS House Update

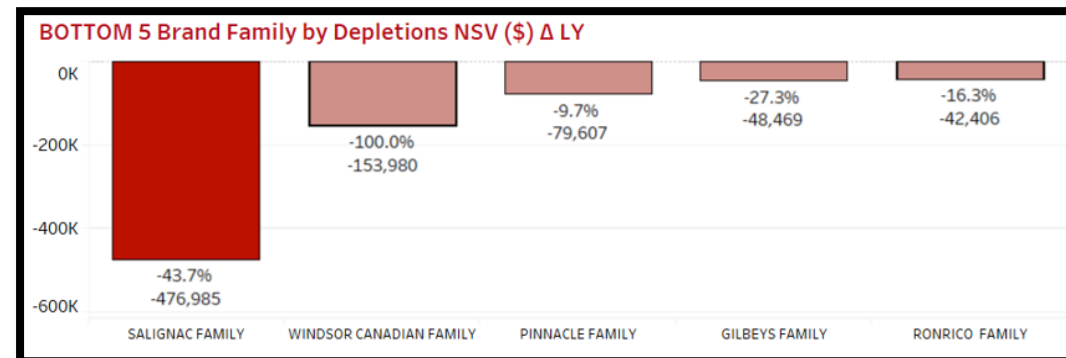
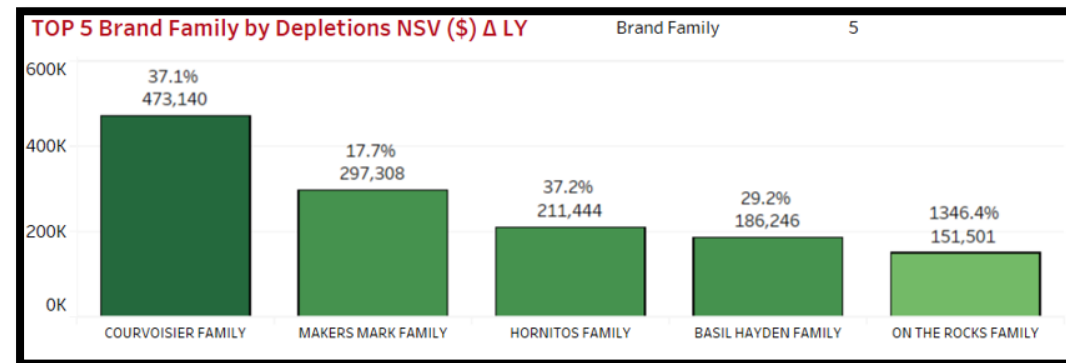
## Total Portfolio

### Beam vs House - YTD Net Sales

Updated: Sep 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	13.6%	21.0%	↓ (7.4)
Florida	15.5%	29.2%	↓ (13.7)
Kentucky	7.5%	14.1%	↓ (6.6)
Metro NY	15.4%	10.7%	↑ 4.7
Delaware	7.5%	12.4%	↓ (4.9)
Upstate NY	10.3%	5.7%	↑ 4.5
South Carolina	17.5%	18.3%	↓ (0.8)
Ohio Low Proof	6.1%	21.6%	↓ (15.5)

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



- BSI Total Portfolio is underperforming the SGWS House is by 4.9% (YTD BSI vs. House only -0.8% excluding Salignac)
- BSI gap to House driven by: Cognac -17.8%, Tequila -13.4%, Vodka -9.1%, Scotch -14.8%, Run -6.8%
- Top 5 Brand Family Performers: Courvoisier, Maker's Mark, Hornitos, Basil Hayden's, and On The Rocks
- Bottom 5 Brand Family Decliners: Salignac, Windsor, Pinnacle, Gilbey's, and RonRico
- Decline driven by Salignac H2 allocation cuts & lapping COVID-19 pantry loading on EDLP brands

# BSI vs SGWS Winning in American Whiskey Update

## American Whiskey Off Premise

### Beam vs House - YTD Net Sales

Updated: Sep 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	2.6%	8.0%	↓ (5.4)
Florida	1.9%	8.4%	↓ (6.5)
Kentucky	0.6%	10.8%	↓ (10.2)
Metro NY	(7.9%)	(4.8%)	↓ (3.1)
Delaware	4.8%	6.2%	↓ (1.4)
Upstate NY	(0.8%)	2.8%	↓ (3.6)
South Carolina	17.7%	20.4%	↓ (2.7)
Ohio Low Proof	113.5%	22.7%	↑ 90.8

## American Whiskey On Premise

### Beam vs House - YTD Net Sales

Updated: Sep 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	82.5%	82.7%	↓ (0.2)
Florida	83.3%	86.2%	↓ (2.9)
Kentucky	75.3%	83.8%	↓ (8.5)
Metro NY	86.6%	74.8%	↑ 11.7
Delaware	70.2%	75.6%	↓ (5.4)
Upstate NY	81.6%	80.2%	↑ 1.4
South Carolina	4.7%	(59.0%)	↑ 63.7
Ohio Low Proof	251.8%	45.6%	↑ 206.2

- BSI is underperforming the SGWS House by 1.1%; BSI YTD 8.9% & House 10% YTD
- Top 5 Brand Family Performers: Basil Hayden Family, Maker's Red Top, Knob Creek Rye, JB White, JB Black
- Bottom 5 Brand Family Decliners: Jim Beam Flavors, Maker's Private Select, Baker's, Booker's & Old Grand Dad
- Q4 Plan of Action:
  - Deplete all Private Select Barrels arriving in Nov/Dec
  - Capitalize on JBW PET being off Allocation
  - Execute our Q4 Maker's Mark and Jim Beam Family OND \$2.00 IRC's

# TWM DE Nielsen Update

## 13wk Data W/E 10/9/2021

### Performance By Supplier

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits
Grand Total		8,561,019	-135,620	-1.6%	100.0
DIAGEO	1	1,715,010	-4,408	-0.3%	20.0
ALL OTHER COMPANIES	2	793,780	139,586	21.3%	9.3
BACARDI	3	724,844	-65,805	-8.3%	8.5
PERNOD RICARD	4	720,447	-51,256	-6.6%	8.4
BEAM SUNTORY	5	669,910	-57,148	-7.9%	7.8
FIFTH GENERATION	6	481,796	-48,617	-9.2%	5.6
E&J GALLO	7	475,765	217,014	83.9%	5.6
BROWN-FORMAN	8	385,153	-31,933	-7.7%	4.5
MOET & HENNESSY	9	367,128	-155,020	-29.7%	4.3
PROXIMO	10	341,439	12,481	3.8%	4.0

### BSI Performance By Category

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		669,910	-57,148	-7.9%	7.8	-0.54
WHISKEY AMERICAN		421,687	-22,491	-5.1%	4.9	-0.18
TEQUILA		47,044	-2,732	-5.5%	0.5	-0.02
VODKA		38,183	-974	-2.5%	0.4	0.00
WHISKEY SCOTCH		32,168	54	0.2%	0.4	0.01
WHISKEY CANADIAN		30,215	-4,093	-11.9%	0.4	-0.04
COGNAC		25,537	-7,953	-23.7%	0.3	-0.09
CORDIALS		25,117	-3,548	-12.4%	0.3	-0.04
RUM		22,428	-8,471	-27.4%	0.3	-0.09
WHISKEY JAPANESE		8,701	-6,634	-43.3%	0.1	-0.07
GIN		7,255	-8,106	-52.8%	0.1	-0.09

### Top 5 Share Gainers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		669,910	-57,148	-7.9%	7.8	-0.54
KNOB CREEK SM BT 12Y STRT BRBN	1	11,401	8,586	304.9%	0.1	0.10
KNOB CREEK REG BOURBON WHISKEY	2	24,452	8,295	51.3%	0.3	0.10
MAKER'S MARK REG BOURBON WSKY	3	139,887	4,982	3.7%	1.6	0.08
BASIL HAYDEN BOURBON WHISKEY	4	58,395	5,547	10.5%	0.7	0.07
MAKER'S MARK 101P BOURBON WSKY	5	4,139	4,139		0.0	0.05

### Bottom 5 Share Draggers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		669,910	-57,148	-7.9%	7.8	-0.54
KNOB CREEK SG BRL RS BRBN WSKY	1	0	-12,390	-100.0%	0.0	-0.14
SUNTORY HIBIKI HRMNY JPN WSKY	2	352	-8,623	-96.1%	0.0	-0.10
GILBEY'S REG GIN	3	3,583	-8,328	-69.9%	0.0	-0.10
SALIGNAC VS COGNAC	4	0	-7,542	-100.0%	0.0	-0.09
MAKER'S 46 BOURBON WHISKEY	5	9,833	-6,675	-40.4%	0.1	-0.07

# TWM DE Update

## Q4 IRC Lineup



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



**JBW & FLAVORS, PI, CC  
\$2.00 IRC**



**Red Top \$2.00 IRC**

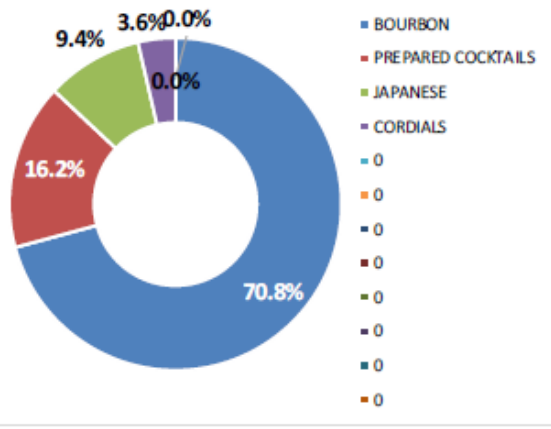
### Upcoming Programs

- Q4 IRC's
- OND Tastings: 6 Scheduled
- OND Engravings: 3 Scheduled
- Maker's Holiday Display Secured Front Location: Black Friday through NYE

# Costco DE Update: 13 wk data W/E 10/10



## BEAM SUNTORY - PERFORMANCE SNAPSHOT DATA THROUGH 10/10/21



### Top 10 Item Growth Drivers

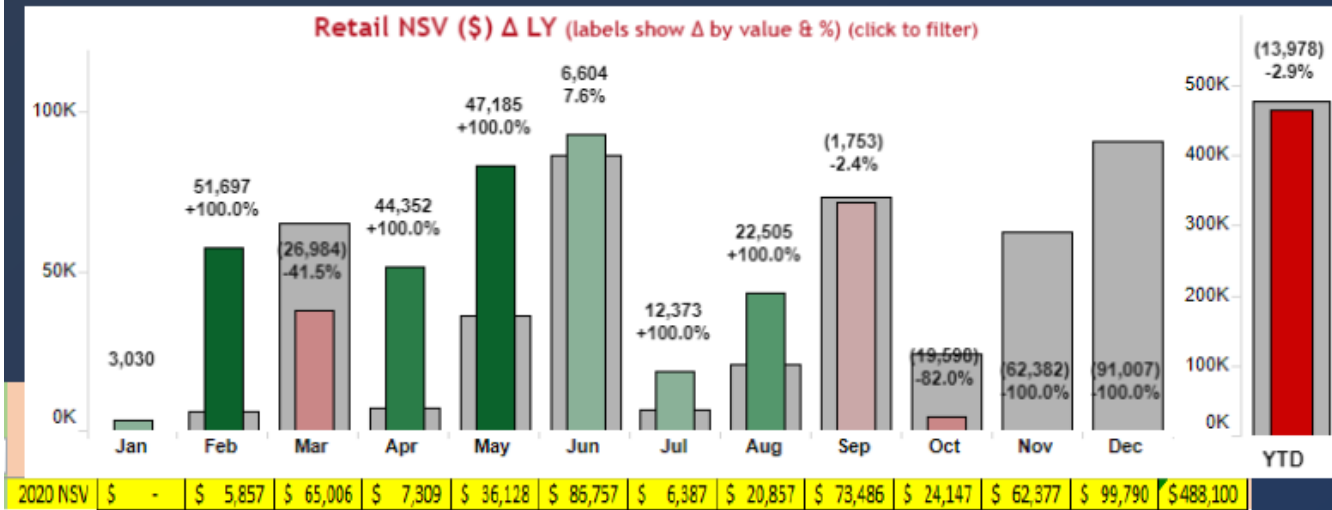
### Bottom 10 Item Loss Drivers

Item	Top 10 Item Growth Drivers			Bottom 10 Item Loss Drivers			
	\$ Sales	Abs \$ Chg	\$ % Chg	\$ Sales	Abs \$ Chg	\$ % Chg	
BASIL HAYDEN 8 YR BOURBON KENTUCKY 6/1.75L	\$58,231	\$58,231		BASIL HAYDENS STRAIGHT BN KENTUCKY 750ML	-\$50,291	-100.0%	
ON THE ROCKS PREMIUM USA 8-6PACK/200ML	\$41,033	\$41,033		SUNTORY WHISKY TOKI VAP JAPAN 4/750ML	-\$3,479	-100.0%	
MAKER'S MARK BOURBON WSKY KENTUCKY 1.75LT	\$73,978	\$24,004	48.0%	MAKERS MARK TRI PACK KENTUCKY 3/375ML	-\$2,030	-100.0%	
MAKER'S MARK 46 CASK KENTUCKY BOURBON WHIS	\$7,864	\$7,864		SUNTORY WHISKY TOKI 86 PR JAPAN 750ML	\$23,899	-\$1,788	-7.0%
JIM BEAM WHISKEY KENTUCKY 1.75L	\$9,734	\$2,412	6.5%	DEKUYPER TRIPLE SEC 30PRF 1 LITER	-\$9	-100.0%	
DEKUYPER TRIPLE SEC 48PRF 1 LITER	\$8,765	\$583	7.1%	SUNTORY WHISKY TOKI VAP JAPAN 3 ICE MOLD/750ML			
DEKUYPER TRIPLE SEC USA 6/1.75L	\$444	\$444					
SUNTORY WHISKY TOKI VAP JAPAN 3 ICE MOLD/750							
<b>Grand Total</b>	<b>\$230,049</b>	<b>\$134,570</b>	<b>140.9%</b>	<b>Grand Total</b>	<b>\$23,899</b>	<b>-\$57,596</b>	<b>-71%</b>



# Costco DE Hurdle Report

DELAWARE	D. Cases (9L)												
Product Hierarchy Level 6	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2020 TTL
JIM BEAM WHITE	-	17.50	175.00	92.17	70.00	291.67	-	-	175.00	-	175.00	175.00	1,171
MAKER'S MARK ORIGINAL	-	11.67	175.00	-	58.33	233.33	-	-	116.67	(2.33)	116.67	175.00	884
BASIL HAYDEN'S BOURBON	-	10.00	55.00	-	50.00	74.50	-	50.00	75.00	-	75.00	112.50	502
TOKI ORIGINAL	-	-	20.00	1.50	15.00	34.50	24.50	19.00	46.00	55.50	34.00	36.00	286
DEKUYPER TRIPLE SEC	-	-	-	-	-	-	-	57.33	40.00	48.00	56.00	50.67	252
ON THE ROCKS RTD COMBO	-	-	-	-	-	-	-	-	-	-	-	68.27	68
MAKER'S MARK 46 CASK STRENGTH	-	-	-	-	-	-	-	-	7.50	7.38	-	22.00	37
KNOB CREEK RYE LTO	-	-	10.00	-	8.50	-	-	-	-	-	-	-	19
MAKER'S MARK CASK BRAND	-	-	-	-	-	-	-	-	7.50	7.38	-	-	15
MAKER'S MARK PRIVATE SELECT	-	-	-	-	-	-	-	-	7.50	7.38	-	-	15
	-	39.17	435.00	93.67	201.83	634.00	24.50	126.33	475.17	123.29	456.67	639.43	3,249.06



- ### NOTES
- OTR/MM/Toki reason for gains in IRI L13.
  - Biggest buy of the year was in DEC 2020
  - Toki a consistent seller
  - VAP drops in SEP/OCT 2020

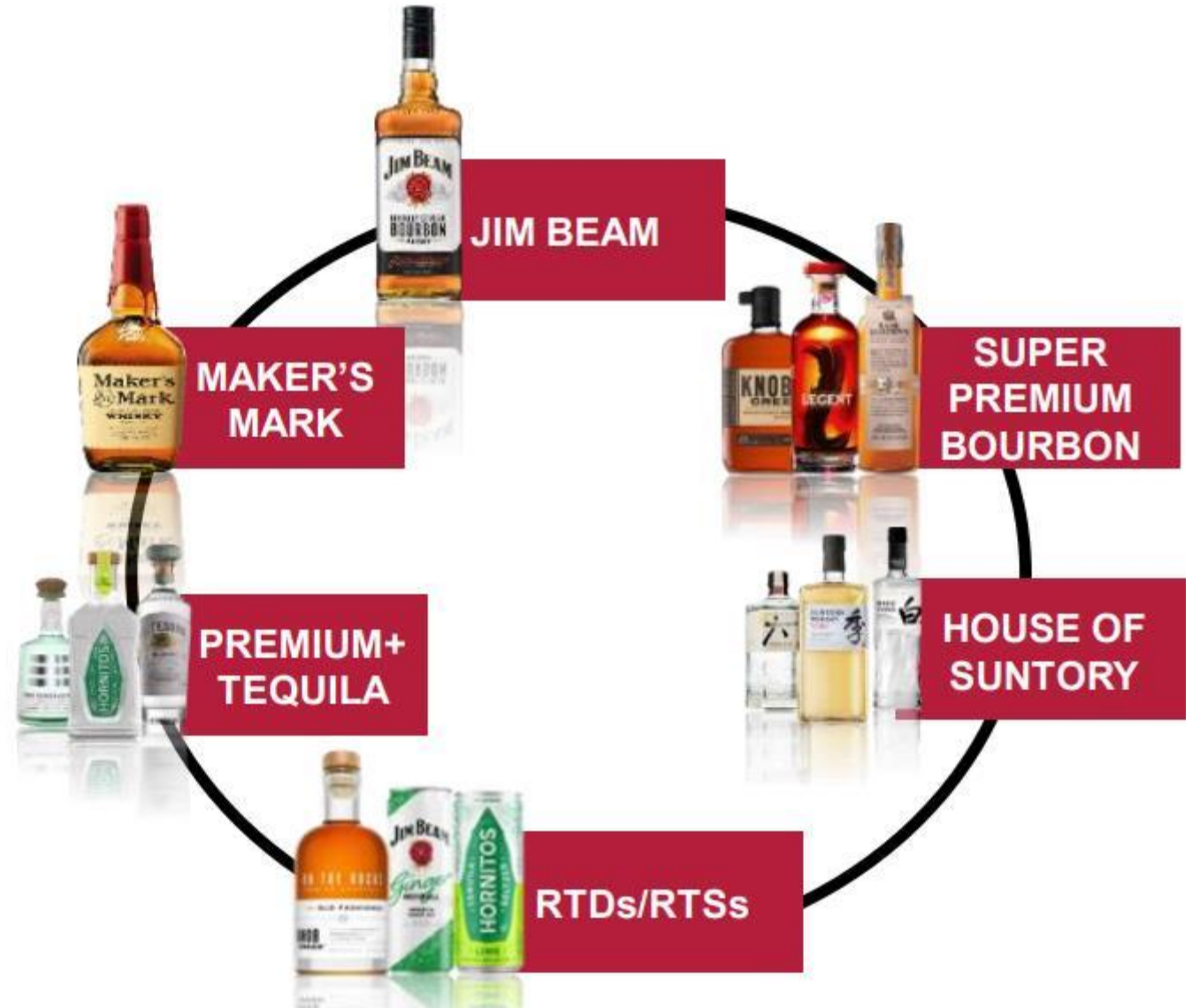


# Brand Scorecards & Six Things

*Source: LE 2 Submitted 10/5*

# 6 THINGS

## SIX THINGS



# Maker's Scorecard: Performance

YTD: +\$367K vs Plan / +17.7% vs LY

	H1		H2	Total
	Q1	Q2	Q3	
Depletion Volume Forecast	2,280	4,343	4,537	11,160
Depletion vs LY	(756)	351	2,147	1,742
Depletion vs LY%	-24.9%	8.8%	89.8%	18.5%
Depletion vs Plan	(215)	315	1,898	1,998
Depletion vs Plan%	-8.6%	7.8%	71.9%	21.8%
Net Sales Forecast	\$438,157	\$745,183	\$798,234	\$1,981,574
Net Sales vs LY	(\$113,292)	\$51,161	\$359,439	\$297,308
Net Sales vs LY%	-20.5%	7.4%	81.9%	17.7%
Net Sales vs Plan	\$8,446	\$47,193	\$312,349	\$367,989
Net Sales vs Plan%	2.0%	6.8%	64.3%	22.8%

**Retail NSV (\$) 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	203,934	13.2%
ON Premise	92,770	64.8%

**Size - Depletions**  
**NSV (\$) Δ LY**  
 (labels show Δ by value & %) (click to filter)

1750ML	117,639	15.2%	44.89%
1000ML	98,456	44.5%	16.12%
750ML	65,916	10.4%	35.43%
375ML	1,150	2.6%	2.27%
200ML	7,053	81.2%	0.79%
50ML	6,490	100.0%	0.49%

### Net Sales vs LY

Toggle top level parameters for desired views



- Maker's Family YTD Growth Driven by October 1<sup>st</sup> PI & On Premise Rebound
  - September Maker's Family +88.5%; On Premise YTD +74.3%
  - Private Select decline driven by barrel timing vs. 2020; will deplete 4 barrels in Q4 2021 to be on plan
- Q4 Objectives:
  - sell out all VAPs & LTOs available (101, WFS, Holiday Bottle, Scarf, & Ornament)
  - Ensure all Q4 Allocation is received; will need all cases to achieve FY Target
  - Execute Q4 Aggressive \$2 IRC & Drive Cases to floor for Holiday (TWM secured Front Mass Display Location Thanksgiving – NYE)

# Maker's Scorecard: Marketing & Activation

## Q4 VAP's, LTO's, and IRC's



**Ornament**  
405 Cases  
December

**Maker's Mark Red Top**  
10/4/21 – 1/7/22  
3,250 Coupons



**Holiday Tissue Paper**  
100 units



**To & From Necker**  
20 packs



**Snowflake Pole Topper**  
8 packs



**Holiday Bottle**  
250 Cases  
December

**Ceramic Mugs**  
40 units



**Unisex Flannel Shirts**  
19 units



**Barrel Tree**  
1 unit



**Patio Heater**  
4 units



**Snowflake Pole Topper**  
2 units



**Scarf**  
405 Cases  
December

# Maker's Scorecard: Marketing & Activation

## Q4 Marketing

### KEY VISUALS

Overdip



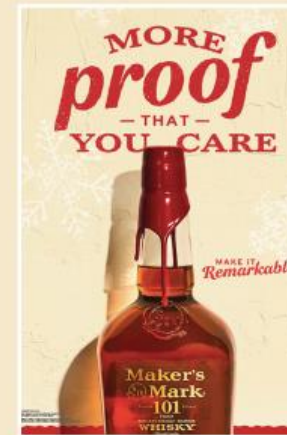
Sweater



Family



Maker's 101



Maker's 46



Print assets above deliver to MCX before end of September if ordered through the H2 spreadsheet buy. Brandmuscle template numbers will be added upon upload.

POS for both AA + HSP will be available end of September on brandmuscle. Template numbers to be added upon upload.

# Jim Beam Family Scorecard: Performance

## YTD: +\$7K vs Plan / +1.5% vs LY

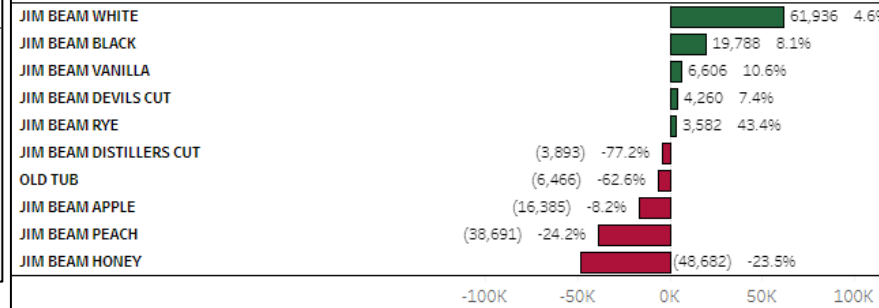
	H1		H2	Total
	Q1	Q2	Q3	
Depletion Volume Forecast	8,268	8,443	9,415	26,126
Depletion vs LY	1,245	(2,579)	1,798	464
Depletion vs LY%	17.7%	-23.4%	23.6%	1.8%
Depletion vs Plan	1,436	(3,316)	1,511	(368)
Depletion vs Plan%	21.0%	-28.2%	19.1%	-1.4%
Net Sales Forecast	\$790,694	\$812,218	\$903,781	\$2,506,694
Net Sales vs LY	\$108,788	(\$234,998)	\$164,078	\$37,868
Net Sales vs LY%	16.0%	-22.4%	22.2%	1.5%
Net Sales vs Plan	\$139,679	(\$292,010)	\$159,988	\$7,657
Net Sales vs Plan%	21.5%	-26.4%	21.5%	0.3%

**Retail NSV (\$) 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	(32,853) -1.4%
ON Premise	68,857 69.8%

### Net Sales vs LY

Toggle top level parameters for desired views



**Size - Depletions**  
**NSV (\$) Δ LY**  
 (labels show Δ by value & %) (click to filter)

Size	NSV (\$)	% Δ LY	Size Mix
1750ML	(113,418)	-10.5%	38.66%
1000ML	72,938	65.3%	7.37%
750ML	62,508	10.1%	27.17%
375ML	20,700	9.5%	9.55%
200ML	(209)	-0.6%	1.43%
100ML	(4,754)	-1.2%	15.58%
50ML	(1,760)	-22.5%	0.24%

- Jim Beam Family: On Premise Growth +71.4% YTD offsetting Off Premise Decline -0.5% YTD to keep us on plan
- Brand Drivers (NSV YTD vs LY): JB White +4.6%; JB Black +8.1%, & JB Vanilla +10.6%
- Q4 Objectives:
  - Win in TWM & drive aggressive \$2 IRC
  - Drive JBW PET 1.75; Bourbon Cream & JB Orange
  - Deplete 100% JB Flavor PET 1.75 allocation & Achieve 100% KPIs in Both Channels

# Jim Beam Scorecard: Marketing & Activation

## Q4 VAP's, LTO's, and IRC's

### Q4 Brand Muscle Creative



JBW & FLAVORS, PI, CC \$2.00 IRC

- 10/4/21 – 1/7/22
- 3,750 Coupons



Consumer Winter Hat  
3 packs



Snow-globe Pole Topper  
2 units



Holiday Black Barrel  
1 unit



Holiday Pole Topper  
1 unit





# Jim Beam Scorecard: Marketing & Activation

## Q4 VAP's, LTO's, and IRC's

Holiday Tumbler VAP  
117 Cases



JBW 1.75l PET w/2 JBO 50ml  
HH  
507 Cases

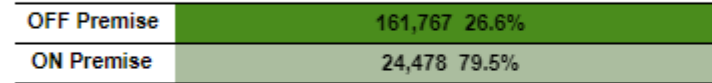


# Basil Hayden's Scorecard: Performance

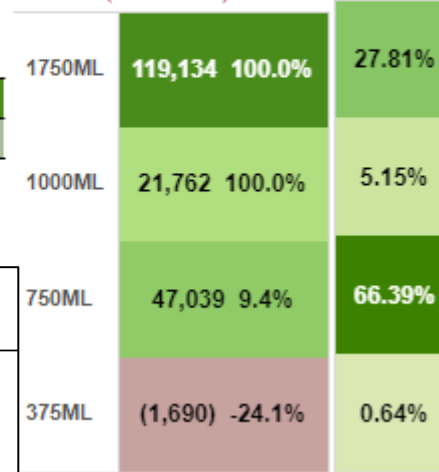
YTD: +\$188K vs Plan / +29.2% vs LY

	H1		H2	
	Q1	Q2	Q3	Total
Depletion Volume Forecast	853	940	1,466	<b>3,259</b>
Depletion vs LY	240	16	615	<b>871</b>
Depletion vs LY%	39.2%	1.7%	72.3%	<b>36.5%</b>
Depletion vs Plan	272	142	413	<b>827</b>
Depletion vs Plan%	46.7%	17.8%	39.2%	<b>34.0%</b>
Net Sales Forecast	\$212,041	\$230,460	\$381,958	<b>\$824,459</b>
Net Sales vs LY	\$52,227	(\$21,440)	\$155,459	<b>\$186,246</b>
Net Sales vs LY%	32.7%	-8.5%	68.6%	<b>29.2%</b>
Net Sales vs Plan	\$63,370	\$23,988	\$100,339	<b>\$187,697</b>
Net Sales vs Plan%	42.6%	11.6%	35.6%	<b>29.5%</b>

**Retail NSV (\$) 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**  
**NSV (\$) 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 1.75 (+108.2% YTD); Dark Rye (+27.1% YTD) & Toast Launch (depleted 167 9L cases in 1<sup>st</sup> 3 days!)
- Off Premise driven by Costco shift to 1.75L (81.7% YTD) & Pre-PI load in (Aug +63.9% & Sept. +84%)
- Q4 Objectives:
  - Deplete incremental 550 9L case allocation from KY
  - Achieve 100% KPIs & drive volume to Win in American Whiskey Premise
  - Drive Innovation & LTOs – Basil Toast & Basil 10yr (91 physical cases)

# Premium+ Tequila Scorecard: Performance

YTD: +\$175K vs Plan / +33% vs LY

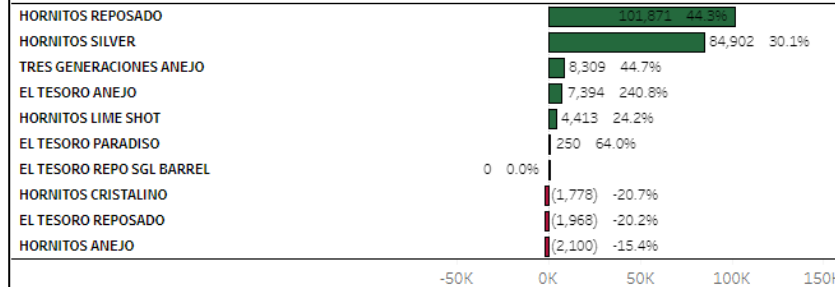
	H1		H2	Total
	Q1	Q2	Q3	
Depletion Volume Forecast	1,322	2,341	1,993	5,657
Depletion vs LY	701	520	240	1,461
Depletion vs LY%	112.8%	28.6%	13.7%	34.8%
Depletion vs Plan	522	572	208	1,301
Depletion vs Plan%	65.1%	32.3%	11.6%	29.9%
Net Sales Forecast	\$209,473	\$350,454	\$288,040	\$847,967
Net Sales vs LY	\$113,101	\$76,075	\$21,156	\$210,332
Net Sales vs LY%	117.4%	27.7%	7.9%	33.0%
Net Sales vs Plan	\$81,616	\$82,806	\$10,521	\$174,943
Net Sales vs Plan%	63.8%	30.9%	3.8%	26.0%

**Retail NSV (\$) 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	96,244	17.5%
ON Premise	114,158	+100.0%

**Net Sales vs LY**

Toggle top level parameters for desired views



**Size - Depletions**  
**NSV (\$) Δ LY**  
 (labels show Δ by value & %) (click to filter)

Size	NSV (\$)	%	Size Mix
1750ML	40,002	20.8%	27.39%
1000ML	50,661	60.6%	15.83%
750ML	102,966	29.9%	52.77%
375ML	15,926	92.2%	3.92%
200ML	848		0.10%

- Overall Brand NSV Growth driven by On Premise Rebound (+137.6% YTD) & Off Premise 1.75 (23.9% YTD) & 1.0L (95.7% YTD) Growth
- El Tesoro Repo & Anejo PPI scheduled November 1st
- Q4 Objectives
  - Achieve 100% KPIs in both channels
  - Execute \$2 IRC (Hornitos & Sauza)

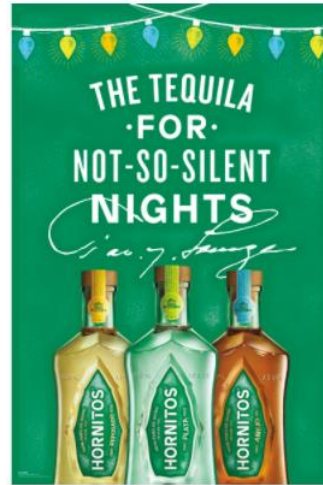
# Hornitos Scorecard: Marketing & Activation

## Q4 Brand Muscle Creative and POS



SZ, HN, CZ, DK \$2.00 IRC

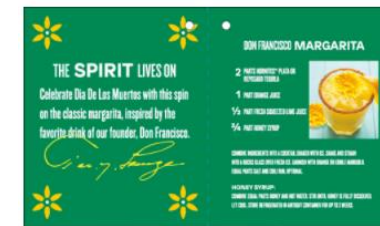
- 10/4/21 – 1/7/22
- 2,000 Coupons



Consumer Winter Hat  
1 pack



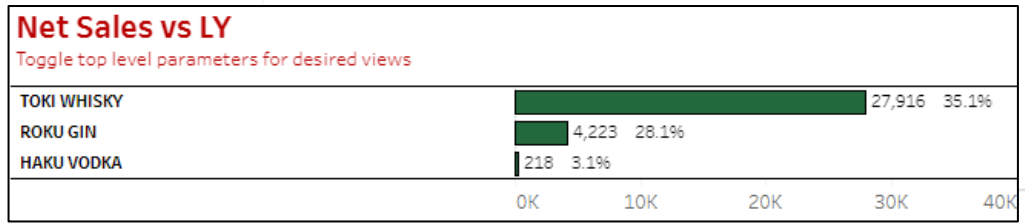
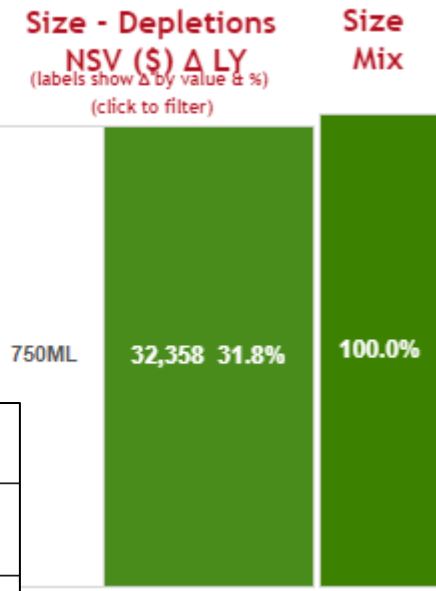
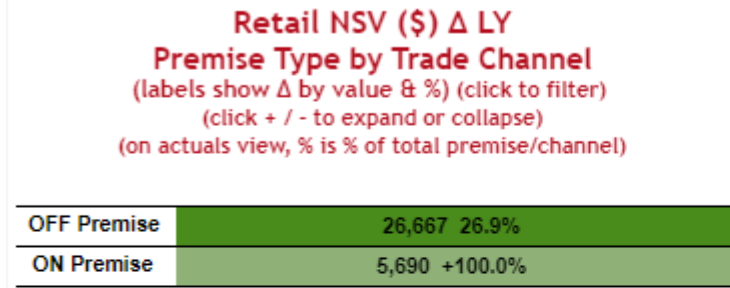
Festive Sweater  
2 packs



# House of Suntory Scorecard: Performance

YTD: +\$39K vs Plan / +31.8% vs LY

	H1		H2	Total
	Q1	Q2	Q3	
Depletion Volume Forecast	160	189	202	550
Depletion vs LY	53	78	(6)	125
Depletion vs LY%	49.8%	70.2%	-2.9%	29.4%
Depletion vs Plan	83	72	1	156
Depletion vs Plan%	107.4%	62.5%	0.5%	39.6%
Net Sales Forecast	\$39,424	\$45,993	\$48,612	\$134,029
Net Sales vs LY	\$14,918	\$18,831	(\$1,391)	\$32,358
Net Sales vs LY%	60.9%	69.3%	-2.8%	31.8%
Net Sales vs Plan	\$21,051	\$17,376	\$165	\$38,592
Net Sales vs Plan%	114.6%	60.7%	0.3%	40.4%



- YTD Performance driven across TTL House; Toki (+33%); Roku (+28.1%) & Haku (+3.1%)
- Both Channels outperforming YTD; Off Premise (+23.3%) & On Premise (+188.2%)
  - Costco helping drive Off Premise Growth +34.3% YTD
- Q4 Objectives:
  - Achieve 100% KPIs in Both Channels
  - Drive Toki w/ Coaster Holiday VAP (Coscto) In-Field 11/15

# RTD, RTS, OTR Scorecard: Performance

YTD: +\$139K vs Plan / +1639.2% vs LY

	H1		H2	
	Q1	Q2	Q3	Total
Depletion Volume Forecast	256	834	1,417	<b>2,508</b>
Depletion vs LY	249	808	1,351	<b>2,407</b>
Depletion vs LY%	3241.7%	3075.9%	2039.1%	<b>2403.1%</b>
Depletion vs Plan	101	659	1,101	<b>1,862</b>
Depletion vs Plan%	65.3%	376.6%	349.1%	<b>288.4%</b>
Net Sales Forecast	\$34,478	\$78,769	\$89,754	<b>\$203,001</b>
Net Sales vs LY	\$33,463	\$75,920	\$81,945	<b>\$191,329</b>
Net Sales vs LY%	3298.5%	2665.0%	1049.4%	<b>1639.2%</b>
Net Sales vs Plan	\$13,570	\$58,165	\$67,837	<b>\$139,572</b>
Net Sales vs Plan%	64.9%	282.3%	309.5%	<b>220.0%</b>

**Retail NSV (\$) 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	182,980	+100.0%
ON Premise	8,348	+100.0%

**Size - Depletions**  
**NSV (\$) Δ LY**  
 (labels show Δ by value & %)  
 (click to filter)

1750ML	3,300	1.63%
375ML	44,145	100.0%
355ML	36,529	100.0%
200ML	104,171	100.0%
100ML	3,183	100.0%

## Net Sales vs LY

Toggle top level parameters for desired views



- Explosive Brand Growth continued by WINNING Q3 Can Can Program!
  - 959 9L cases Depleted JB & Hornitos RTDs
  - Gained 201 PODs Off Premise & 206 PODs On Premise
- Q4 Highlights/Objectives:
  - Achieve 100% KPIs in Both Channels
  - Costco OTR Combo Pack Program (780 cases remaining for Q4)
  - continue to drive distribution Off Premise & target niche On Premise CTG opportunities

# Courvoisier Scorecard: Performance

## YTD: +\$550K vs Plan / +37.1% vs LY

	H1		H2	Total
	Q1	Q2	Q3	
<b>Depletion Volume Forecast</b>	2,479	3,172	3,467	<b>9,118</b>
<b>Depletion vs LY</b>	884	1,070	401	<b>2,355</b>
<b>Depletion vs LY%</b>	55.4%	50.9%	13.1%	<b>34.8%</b>
<b>Depletion vs Plan</b>	904	993	915	<b>2,812</b>
<b>Depletion vs Plan%</b>	57.4%	45.6%	35.8%	<b>44.6%</b>
<b>Net Sales Forecast</b>	\$475,444	\$600,924	\$671,655	<b>\$1,748,023</b>
<b>Net Sales vs LY</b>	\$175,835	\$203,261	\$94,045	<b>\$473,140</b>
<b>Net Sales vs LY%</b>	58.7%	51.1%	16.3%	<b>37.1%</b>
<b>Net Sales vs Plan</b>	\$179,825	\$187,724	\$183,040	<b>\$550,589</b>
<b>Net Sales vs Plan%</b>	60.8%	45.4%	37.5%	<b>46.0%</b>

**Retail NSV (\$) 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	460,739	36.4%
ON Premise	12,185	+100.0%

**Size - Depletions**  
**NSV (\$) Δ LY**  
 (labels show Δ by value & %)  
 (click to filter)

Size	NSV (\$)	Δ LY (%)	Size Mix
1750ML	52,611	37.2%	11.11%
1000ML	40,404	95.9%	4.72%
750ML	197,376	30.4%	48.45%
375ML	135,959	57.8%	21.23%
200ML	43,006	21.4%	13.96%
100ML	3,569	63.5%	0.53%
50ML	0		0.00%

**Net Sales vs LY**  
 Toggle top level parameters for desired views

COURVOISIER VS	353,810	30.4%
COURVOISIER VSOP	111,719	108.0%
COURVOISIER XO IMPERIAL	7,940	324.6%
COURVOISIER CASK FINISH	650	17.7%

- Explosive Brand Growth driven by staggered FY PIs & retail trade up due to Salignac discontinuation
  - VS 750ml (+20.3%); 375ml (+56.7%); 1.0L (+75.9%) & 1.75L (+37.2%)
  - VSOP 750ml (+98.8%) & 1.0L (109.6%)
- Q4 Objectives:
  - Deplete 100% CV VSOP 750mls to mitigate any risk to FY LE2
  - Capitalize on Hennessy OOS to drive share growth in Cognac Category

# Upcoming IRC's

Delaware 2021 Rebate Schedule												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Jim Beam</b>												
				JBV & Family- IRC: \$2 off 750ml or larger 3,000 Slips 4/1 - 6/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,500 Slips 7/1 - 9/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,750 Slips 10/1 - 1/7		
<b>Canadian Club</b>												
Delaware				Canadian Club IRC: \$2 off 750ml or larger 3,000 Slips 4/1 - 6/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,500 Slips 7/1 - 9/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,750 Slips 10/1 - 1/7		
<b>Cruzan</b>												
Delaware				Pinnacle/Hornitos/Cruzan/DeKuyper- IRC: \$2 off 750ml or larger 1,500 Slips 4/1 - 6/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 7/15 - 9/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 10/1 - 1/7		
<b>DeKuyper</b>												
Delaware				Pinnacle/Hornitos/Cruzan/DeKuyper- IRC: \$2 off 750ml or larger 1,500 Slips 4/1 - 6/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 7/15 - 9/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 10/1 - 1/7		
<b>Hornitos</b>												
Delaware				Pinnacle/Hornitos/Cruzan/DeKuyper- IRC: \$2 off 750ml or larger 1,500 Slips 4/1 - 6/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 7/15 - 9/30			Sauza/Hornitos/Cruzan/DeKuyper IRC: \$2 off 750ml or larger 2,000 Slips 10/1 - 1/7		
<b>Pinnacle Vodka</b>												
Delaware				Pinnacle/Hornitos/Cruzan/DeKuyper- IRC: \$2 off 750ml or larger 1,500 Slips 4/1 - 6/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,500 Slips 7/1 - 9/30			JBV & Family/Pinnacle/Casadian Club IRC: \$2 off 750ml or larger 3,750 Slips 10/1 - 1/7		
<b>Makers Mark</b>												
Delaware				Makers Mark IRC: \$2 off 750ml or larger 2,750 Slips 4/1 - 6/30			Makers Mark IRC: \$2 off 750ml or larger 3,500 Slips 7/1 - 9/30			Makers Mark IRC: \$2 off 750ml or larger 3,250 Slips 10/1 - 1/7		



# Closing Comments

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## Q4 Priorities

- Control the Controllables
- Drive High NSV VAPs, Allocated Items & Innovation
- Maintain Retail Presence during Key Holiday Period

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

