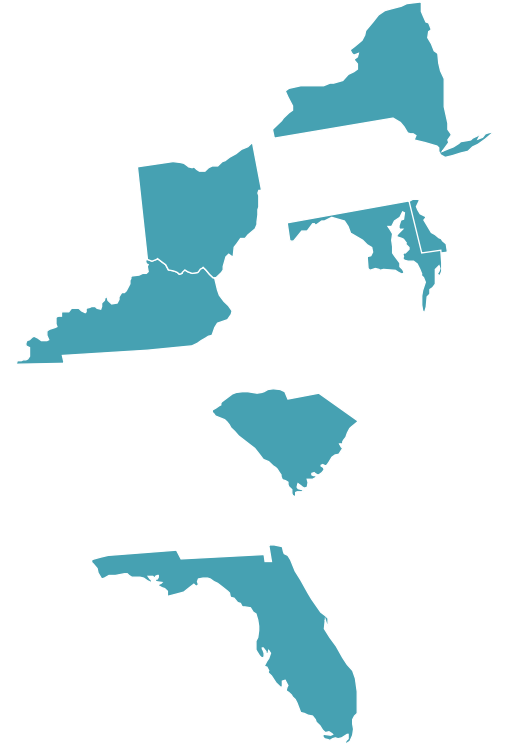




Delaware Q1 2021 QBR

April 20th, 2021





Opening Comments

Jim Miller & Nicole Letcher

Agenda

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

2021 Priorities



YTD Performance Against 2021 Key Deliverables



Deliver Financials

- **March YTD ACT: +\$698K NSV vs Plan / +16.12% vs LY**
- **Performance driven by: (top 3 brands)**
 - **Courvoisier Family +\$177K NSV vs Plan / +57.87% vs LY**
 - **Jim Beam Family +\$144K NSV vs Plan / +16.69% vs LY**
 - **Hornitos Family +\$66K NSV vs Plan / +100.63% vs LY**



Drive Share

- **March YTD Average NSV/9L case +\$1.92 vs LY**
- **Both Channels Beating House YTD: Off Premise 3.1% vs House On Premise 2% vs House**
- **FY GP Outlook +\$339K vs Plan**



Win in American Whiskey

- **March YTD Am. Whiskey +\$259K vs Plan / +5.3% vs LY**
- **9L Performance by Channel:**
 - **Off Premise +5.7% vs LY**
 - **On Premise -2.7% vs LY**



Accelerate Hornitos

- **March YTD Hornitos Family: +\$66K vs Plan / +100.63% vs LY**
- **Channel Performance:**
 - **Off prem NSV +37.9% vs LY**
 - **On Prem NSV +3.7% vs LY**

Q2 Business Priorities

- **Continue Q1 Momentum**

- Capitalize on continued Retail Trends
 - Off Premise: +11.7% YTD; -0.2% April MTD
- Drive liter sales on Core Brands to support On Premise rebound
 - On Premise: +38.8% YTD; +1570.6% April MTD

- **Drive Innovation Items (RTD, JB Orange, OTR)**

- Drive Placements in High ACV accounts in both Channels
- Support extended CTG legislation through 2022 with creative RTD solutions
- Continue success of Q1 launches with programming through H1
 - JB Orange YTD Success: 217 9L cases & 182 ACS (750ml & 1.0L only)
 - OTR YTD Success: +3226.4% & gained 228 PODs

- **Outperform Total House & Win in American Whiskey**

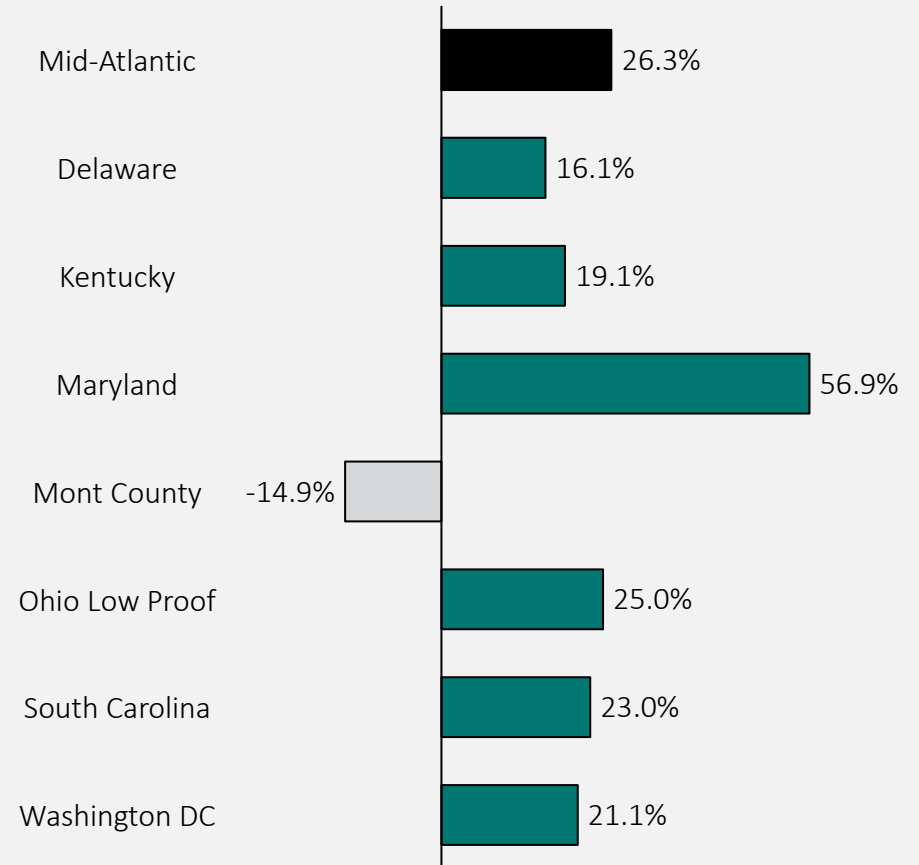
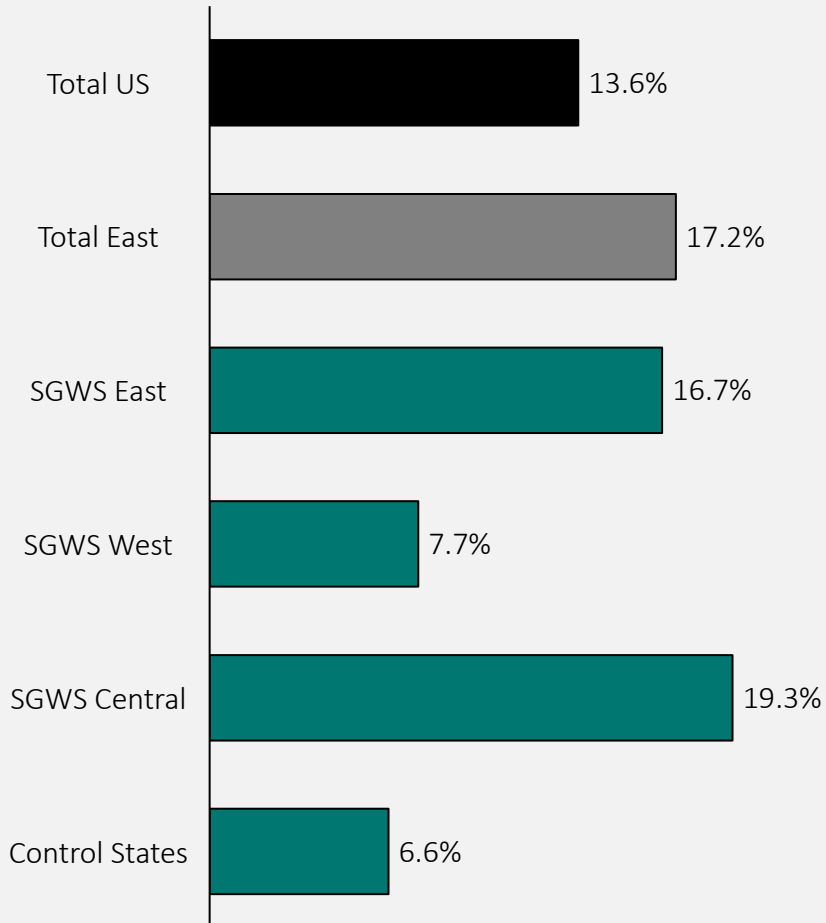
- DE currently beating Total House by 3% (Off Premise +3.1% vs House; On Premise +2% vs House)
- Slightly behind House in American Whiskey -8.1%
 - Will close the gap in April with Maker's 1.75 allocation shift (MTD closed gap by 1.5%)

YTD Performance & YTG Outlook



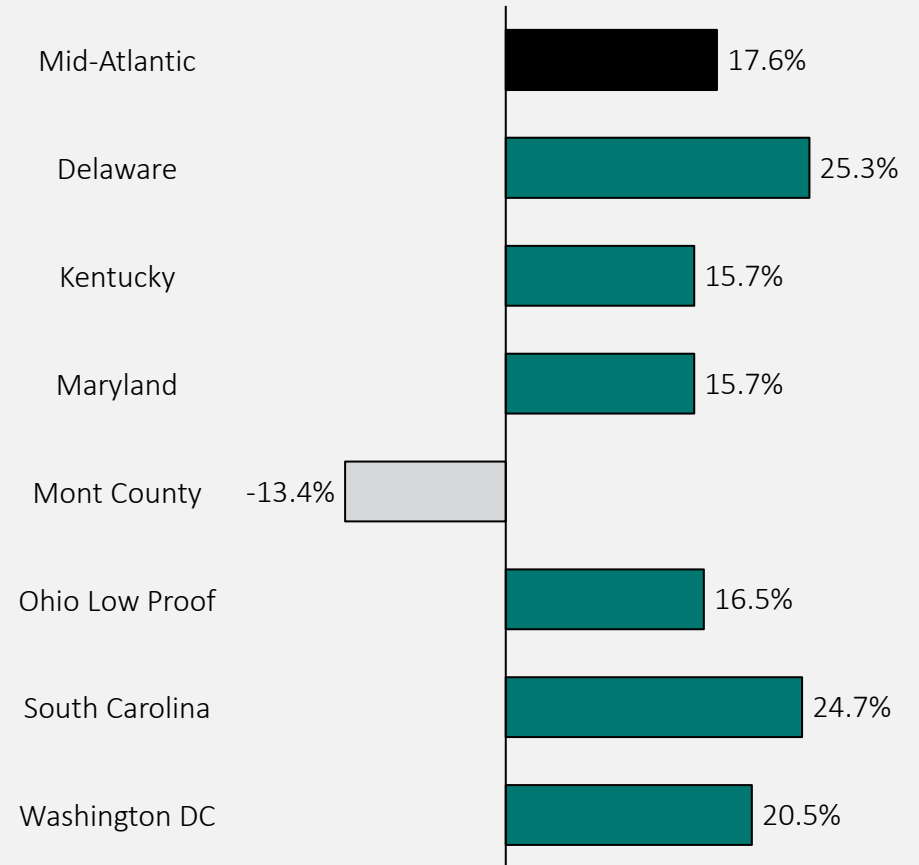
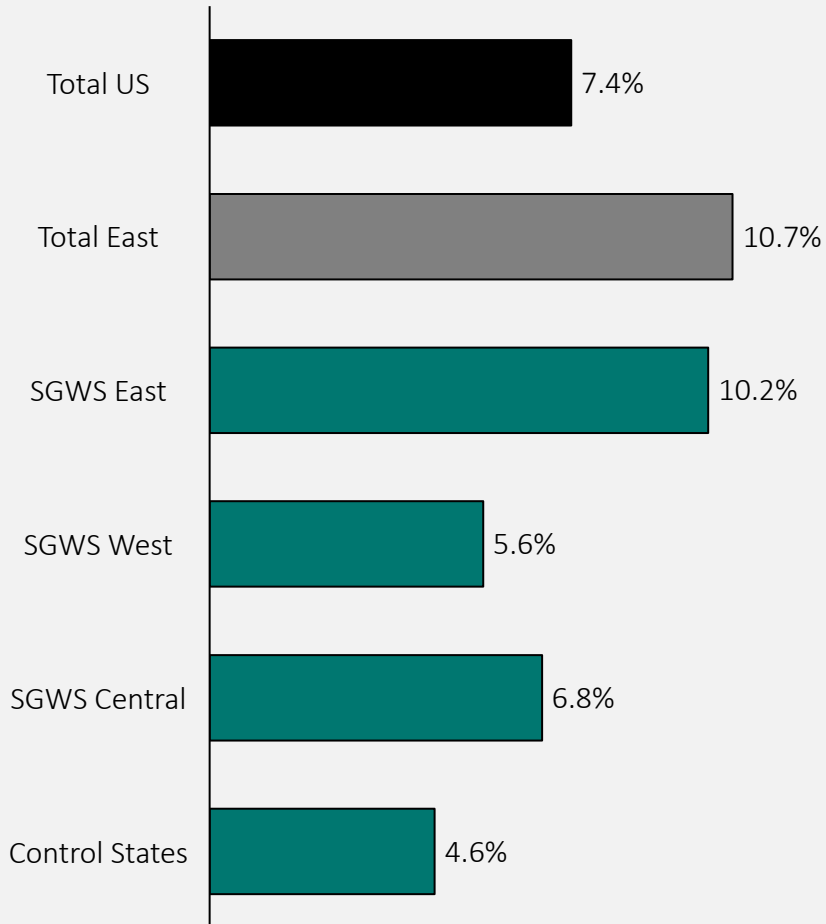
DE: NSV Performance vs LY

YTD March NSV Actuals

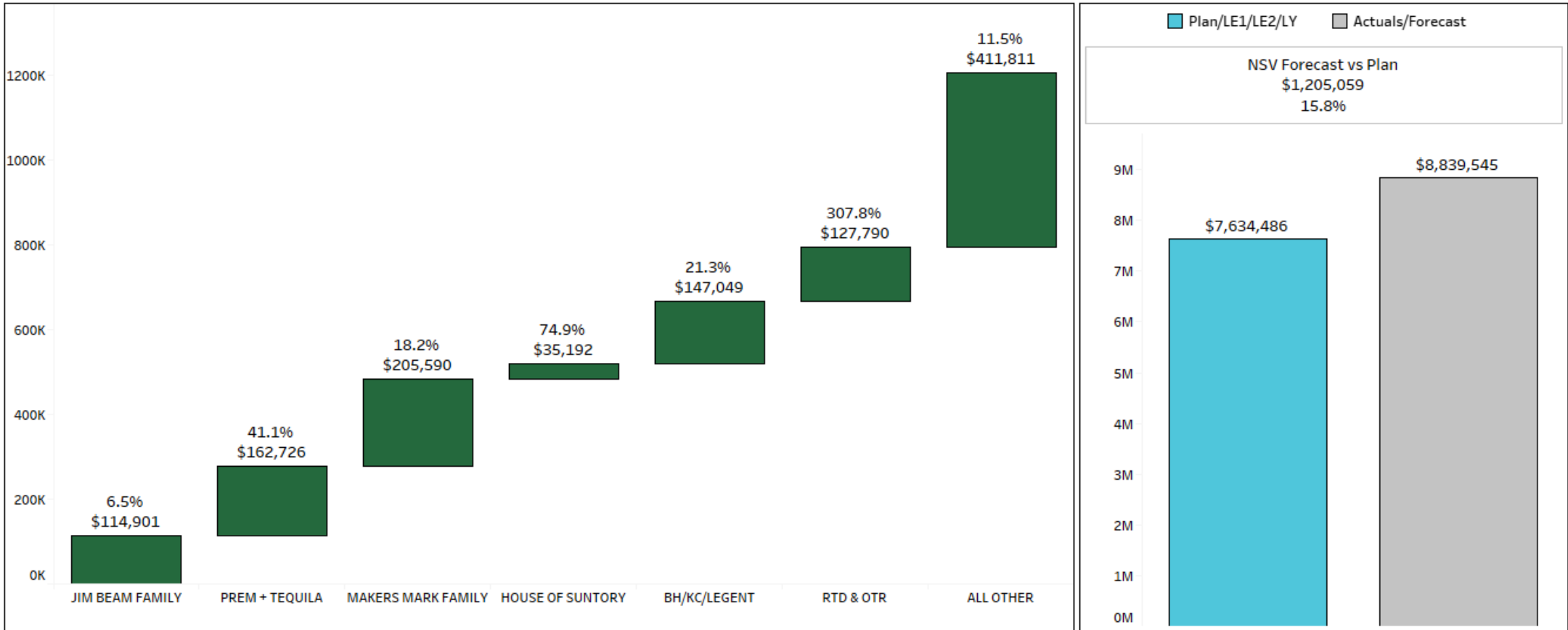


DE: NSV Performance vs Plan

YTD March NSV Actuals



DE H1 Unconstrained NSV vs Plan



- DE Forecasted to finish H1 +1.2MM NSV vs LY / \$1.2MM NSV vs Plan
- Q2 Forecast +15.57% NSV vs LY / \$506K vs Plan
- Lapping Q2 2020 On Premise declines of -70.3% 9L (5012 cases)
 - 90% return to 2019 volume (6420 cases) compensates for 59.4% of Off Premise 2020 COVID Volume Growth
- On track for a strong Champion's Club Finish and to beat the SGWS Total House & American Whiskey

On-Premise Overview/Priority Brands

▼ DELAWARE ▼ Plan FY21

	LY On Prem Mix	Mkt NSV Plan	Mkt Plan Growth %	On Prem Growth Target \$	Final On Prem Growth %	Final On Prem NSV Target	Implied Off Prem NSV Target	Implied Off Prem Growth %	Final On Prem NSV Target vs Target Task
└ JIM BEAM FAMILY EX RTD	4.0%	\$ 3,455,867	1.8%	\$ 211,980	52.0%	\$ 206,063	\$ 3,249,804	-0.3%	-\$ 5,917.44
└ MAKERS MARK FAMILY	7.7%	\$ 2,418,157	-2.4%	\$ 278,634	36.0%	\$ 260,816	\$ 2,157,341	-5.7%	-\$ 17,818.21
└ KNOB CREEK FAMILY	7.1%	\$ 612,721	-9.3%	\$ 78,524	37.0%	\$ 66,158	\$ 546,563	-12.9%	-\$ 12,365.84
└ BASIL HAYDEN FAMILY	4.5%	\$ 957,690	2.8%	\$ 63,156	46.0%	\$ 61,959	\$ 895,731	0.7%	-\$ 1,197.10
└ LEGENT FAMILY	0.0%	\$ 109,296	0.0%	\$ 11,238	-100.0%	\$ 11,238	\$ 98,058	0.0%	\$ 0.00
└ HORNITOS FAMILY EX RTD	13.4%	\$ 762,931	3.1%	\$ 105,596	51.0%	\$ 149,125	\$ 613,806	-4.2%	\$ 43,528.70
└ EL TESORO FAMILY	13.5%	\$ 56,848	31.6%	\$ 6,512	14.0%	\$ 6,635	\$ 50,213	34.4%	\$ 123.64
└ TRES GEN FAMILY	18.8%	\$ 73,798	46.1%	\$ 10,374	14.0%	\$ 10,835	\$ 62,964	53.5%	\$ 460.41
└ COURVOISIER FAMILY	0.7%	\$ 1,726,317	-10.0%	\$ 22,075	16.0%	\$ 15,585	\$ 1,710,732	-10.1%	-\$ 6,489.68
└ HOUSE OF SUNTORY: ROKU	3.0%	\$ 21,068	1.5%	\$ 1,104	55.0%	\$ 960	\$ 20,108	-0.1%	-\$ 144.22
└ HOUSE OF SUNTORY: HAKU	4.2%	\$ 9,184	4.1%	\$ 1,143	55.0%	\$ 575	\$ 8,609	1.9%	-\$ 567.47
└ HOUSE OF SUNTORY: TOKI	2.2%	\$ 125,593	-2.9%	\$ 2,851	25.0%	\$ 3,499	\$ 122,094	-3.5%	\$ 648.21
└ SIPSMITH GIN FAMILY	5.3%	\$ 8,709	4.4%	\$ 957	55.9%	\$ 696	\$ 8,012	1.5%	-\$ 260.84
Total	6.5%	\$ 10,338,178	-0.6%	\$ 794,145	44.4%	\$ 794,145	\$ 9,544,034	-1.9%	\$ 0.16

BSI Portfolio vs SGWS House Update

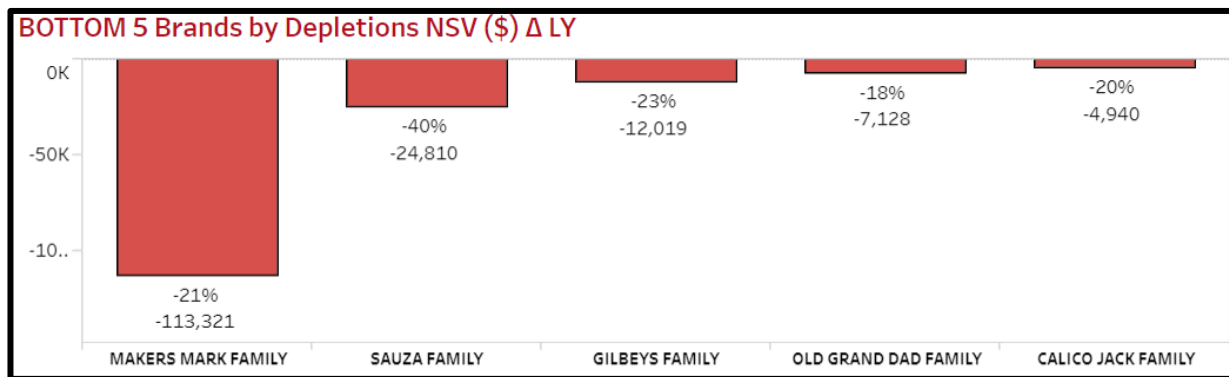
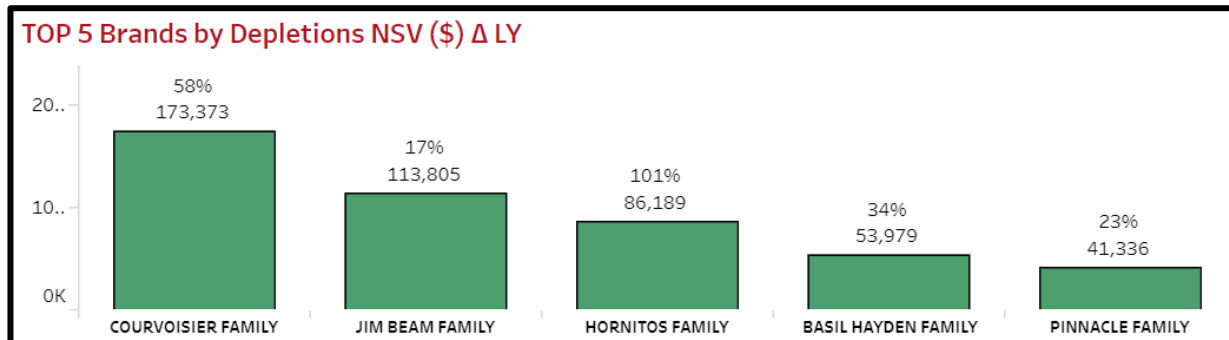
Total Portfolio

Beam vs House - YTD Net Sales

Updated: March 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	16.6%	17.5%	↓ (0.9)
+ Delaware	17.1%	14.1%	↑ 3.0
+ Florida	14.1%	22.4%	↓ (8.2)
+ Kentucky	23.3%	25.9%	↓ (2.5)
+ Metro NY	9.8%	(7.2%)	↑ 17.0
+ Ohio Low Proof	29.8%	35.4%	↓ (5.6)
+ South Carolina	24.9%	34.7%	↓ (9.8)
+ Upstate NY	19.5%	8.0%	↑ 11.5

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



- BSI Total Portfolio is outperforming the SGWS House is by 3%
- BSI outperformance by category: Cognac +5.9%, Vodka +22.9%, Canadian Whiskey +30.3%, Cocktails +151.4%, Brandy +36.6%
- Top 5 Brand Family Performers: Courvoisier, Jim Beam, Hornitos, Basil Hayden's, and Pinnacle
- Bottom 5 Brand Family Decliners: Maker's Mark, Sauza, Gilbey's, Old Grand Dad, and Calico Jack
- Decliners driven by Maker's Mark 1.75 allocation & 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: March 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	16.2%	19.0%	↓ (2.8)
Delaware	5.7%	13.5%	↓ (7.9)
Florida	8.1%	11.9%	↓ (3.9)
Kentucky	26.2%	23.5%	↑ 2.6
Metro NY	30.5%	25.8%	↑ 4.8
Ohio Low Proof	0.0%	55.3%	↓ (55.3)
South Carolina	20.4%	27.5%	↓ (7.0)
Upstate NY	24.8%	23.8%	↑ 1.1

American Whiskey On Premise Beam vs House - YTD Net Sales

Updated: March 2021 Month End

Market	BSI % Var	House % Var	Pt Var
East Region	(13.5%)	(13.8%)	↑ 0.4
Delaware	(2.7%)	6.5%	↓ (9.3)
Florida	2.9%	7.2%	↓ (4.3)
Kentucky	(12.3%)	(21.7%)	↑ 9.3
Metro NY	(51.4%)	(53.9%)	↑ 2.4
Ohio Low Proof	0.0%	44.3%	↓ (44.3)
South Carolina	32.8%	(73.6%)	↑ 106.4
Upstate NY	(18.2%)	(18.8%)	↑ 0.7

- BSI is underperforming the SGWS House by 8.1%; BSI YTD 4.9% & House 13.1% YTD
- Top 5 Brand Family Performers: Basil Hayden Family, Maker's 46, Maker's Cask Strength, JB White, JB Black
- Bottom 5 Brand Family Decliners: Maker's Mark Private Select, Maker's Red Top, Baker's, Booker's & Old Grand Dad
- Q2 Plan of Action: Continue momentum on our top 5 performers & capitalize on On Premise resurgence to offset declines
 - Deplete all JB Orange Launch Allocation QTY and capitalize on Legent Market Launch June
 - Execute our Q2 Maker's Mark and Jim Beam Family OND \$2.00 IRC's add other brand family IRCs
 - Leverage aggressive mitigation deals for retail floor displays

TWM DE Nielsen Update

13wk Data W/E 3.27.21

Performance By Supplier

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total		6,868,895	-275,175	-3.9%	100.0	0.00
DIAGEO	1	1,333,423	-126,473	-8.7%	19.4	-1.02
ALL OTHER COMPANIES	2	700,290	286,943	69.4%	10.2	4.41
PERNOD RICARD	3	596,655	-90,418	-13.2%	8.7	-0.93
BACARDI	4	577,648	-22,740	-3.8%	8.4	0.01
BEAM SUNTORY	5	576,366	-88,062	-13.3%	8.4	-0.91
MOET & HENNESSY	6	395,281	80,787	25.7%	5.8	1.35
SAZERAC	7	325,855	-75,214	-18.8%	4.7	-0.87
BROWN-FORMAN	8	322,218	-50,292	-13.5%	4.7	-0.52
FIFTH GENERATION	9	290,605	-150,257	-34.1%	4.2	-1.94
PROXIMO	10	261,534	-14,953	-5.4%	3.8	-0.06

Top 5 Share Draggers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits Chg
Grand Total		576,366	-88,062	-13.3%	-0.91
SUNTORY HIBIKI HRMNY JPN WSKY	1	14,430	14,205	6314.3%	0.21
KNOB CREEK SM BT 12Y STRT BRBN	2	7,938	7,938		0.12
MAKER'S MARK 101P BOURBON WSKY	3	4,796	4,796		0.07
EL TESORO XT ANEJO TEQUILA	4	6,018	3,488	137.9%	0.05
JIM BEAM BLACK LABEL BRBN WSKY	5	22,516	2,267	11.2%	0.04

BSI Performance By Category

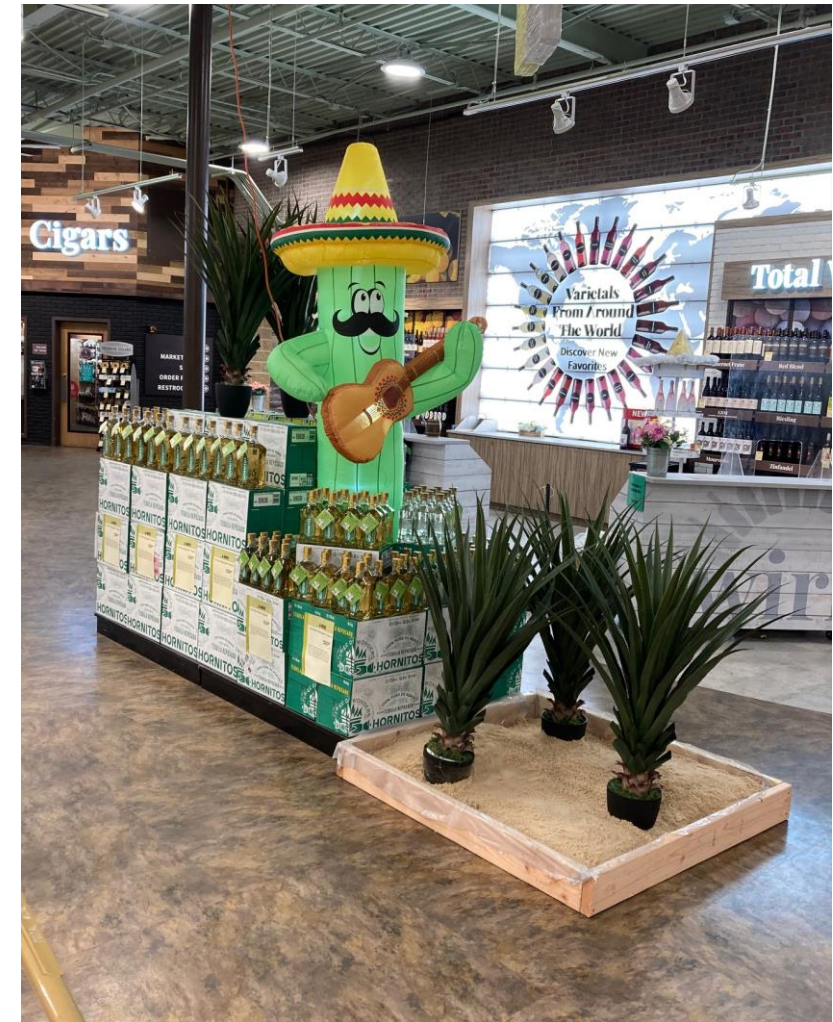
	Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg
Grand Total	576,366	-88,062	-13.3%	8.4	-0.91
WHISKEY AMERICAN	342,830	-88,941	-20.6%	5.0	-1.05
TEQUILA	35,980	6,239	21.0%	0.5	0.11
COGNAC	31,645	859	2.8%	0.5	0.03
WHISKEY SCOTCH	29,950	-762	-2.5%	0.4	0.01
WHISKEY CANADIAN	28,388	-4,121	-12.7%	0.4	-0.04
VODKA	25,050	-9,720	-28.0%	0.4	-0.12
CORDIALS	22,350	-2,575	-10.3%	0.3	-0.02
RUM	20,500	-6,483	-24.0%	0.3	-0.08

Bottom 5 Share Draggers

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits Chg
Grand Total		576,366	-88,062	-13.3%	-0.91
MAKER'S MARK REG BOURBON WSKY	1	89,395	-36,499	-29.0%	-0.46
JIM BEAM WHITE LABEL BRBN WSKY	2	56,750	-31,871	-36.0%	-0.41
KNOB CREEK REG BOURBON WHISKEY	3	22,035	-12,368	-36.0%	-0.16
LAPHROAIG 10 YR SCOTCH WHISKEY	4	6,261	-5,237	-45.5%	-0.07
JIM BEAM HONEY BOURBON WHISKEY	5	7,093	-4,927	-41.0%	-0.06

TWM DE Nielsen Update

13wk Data W/E 3.27.21



Maker's Valentine's Day Pop Up Flower Shop

- February 12th & 13th
- 135 Bottles Sold

55 Case Hornitos Cinco de Mayo Display

TWM DE Nielsen Update

13wk Data W/E 3.27.21

Upcoming Programs

- Q2 IRC's
- 6 Hornitos April/May Tastings
- 6 JB Orange Launch Tastings
- Mother's Day Flower Shop May 8th



**CANADIAN CLUB
\$2.00 IRC**



**JBW & FLAVORS
\$2.00 IRC**

Q2 IRC Lineup



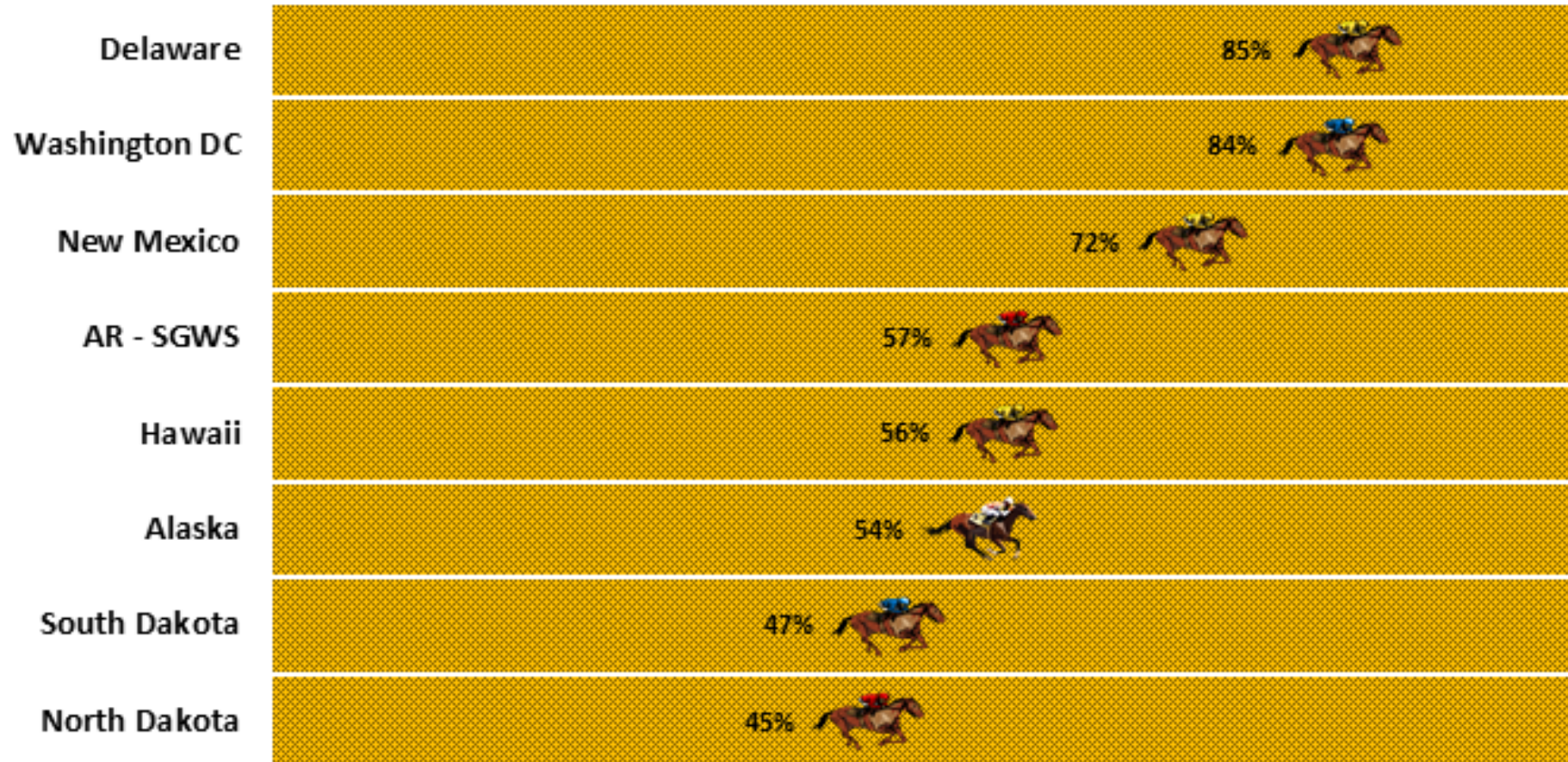
**PN, HN, CZ, DK
\$2.00 IRC**



Red Top \$2.00 IRC

Rye's Up Q2 Quarterly Program Update

Updated 04.20.21



Rye's Up Q2 Quarterly Program Update

Updated 04.20.21

(Must Have Access)

Market	Total # Accounts in KPI Saleable Universe	ACV Universe	Perfect Stores								PODs			
			Basil Hayden				Knob Creek				Old Overholt			
			Goal	Act	% Ach	Bal	Goal	Act	% Ach	Bal	Goal	Act	% Ach	Bal
South Dakota	292	79.5	103	54	52.5%	(49)	138	76	55.2%	(62)	41	19	46.1%	(22)
Alaska	137	23.6	40	18	45.0%	(22)	50	30	60.0%	(20)	19	9	47.4%	(10)
AR - SGWS	176	73.1	128	82	64.3%	(46)	136	98	72.1%	(38)	62	39	62.9%	(23)
Delaware	274	72.3	142	111	78.2%	(31)	160	133	83.1%	(27)	86	81	94.2%	(5)
Hawaii	299	44.6	83	44	52.8%	(39)	94	51	54.1%	(43)	29	19	66.7%	(10)
New Mexico	155	22.3	77	48	62.1%	(29)	88	61	69.7%	(27)	36	26	72.2%	(10)
North Dakota	138	84.7	66	49	73.9%	(17)	87	56	64.6%	(31)	25	11	44.9%	(14)
Washington DC	199	81.3	121	111	91.7%	(10)	105	92	87.6%	(13)	137	131	95.6%	(6)
Tier 4 Total	1,670		760	517	68.0%	(243)	857	597	69.6%	(260)	434	335	77.1%	(99)

(Must Have Access)

Market	Total # Accounts in KPI Saleable Universe	ACV Universe	Perfect Store								PODs			
			Basil Hayden				Knob Creek				Old Overholt			
			Goal	Act	% Ach	Bal	Goal	Act	% Ach	Bal	Goal	Act	% Ach	Bal
South Dakota	524	83.3	66	40	61.1%	(26)	87	39	45.1%	(48)	30	6	20.0%	(24)
Alaska	397	77.7	36	20	55.6%	(16)	50	37	74.0%	(13)	19	8	42.8%	(11)
AR - SGWS	235	51.5	42	16	38.4%	(26)	67	40	59.7%	(27)	26	11	42.3%	(15)
Delaware	497	89.9	85	63	74.1%	(22)	103	98	95.1%	(5)	65	56	86.2%	(9)
Hawaii	551	69.5	58	13	22.4%	(45)	62	32	52.0%	(30)	30	27	90.0%	(3)
New Mexico	408	75.5	55	50	90.9%	(5)	63	45	72.0%	(18)	36	24	66.7%	(12)
North Dakota	525	83.3	39	18	46.2%	(21)	65	12	18.6%	(53)	14	3	22.2%	(11)
Washington DC	394	82.0	65	34	52.3%	(31)	48	39	81.3%	(9)	153	145	94.8%	(8)
Tier 4 Total	3,531		445	254	57.1%	(191)	543	342	63.0%	(201)	372	280	75.2%	(92)

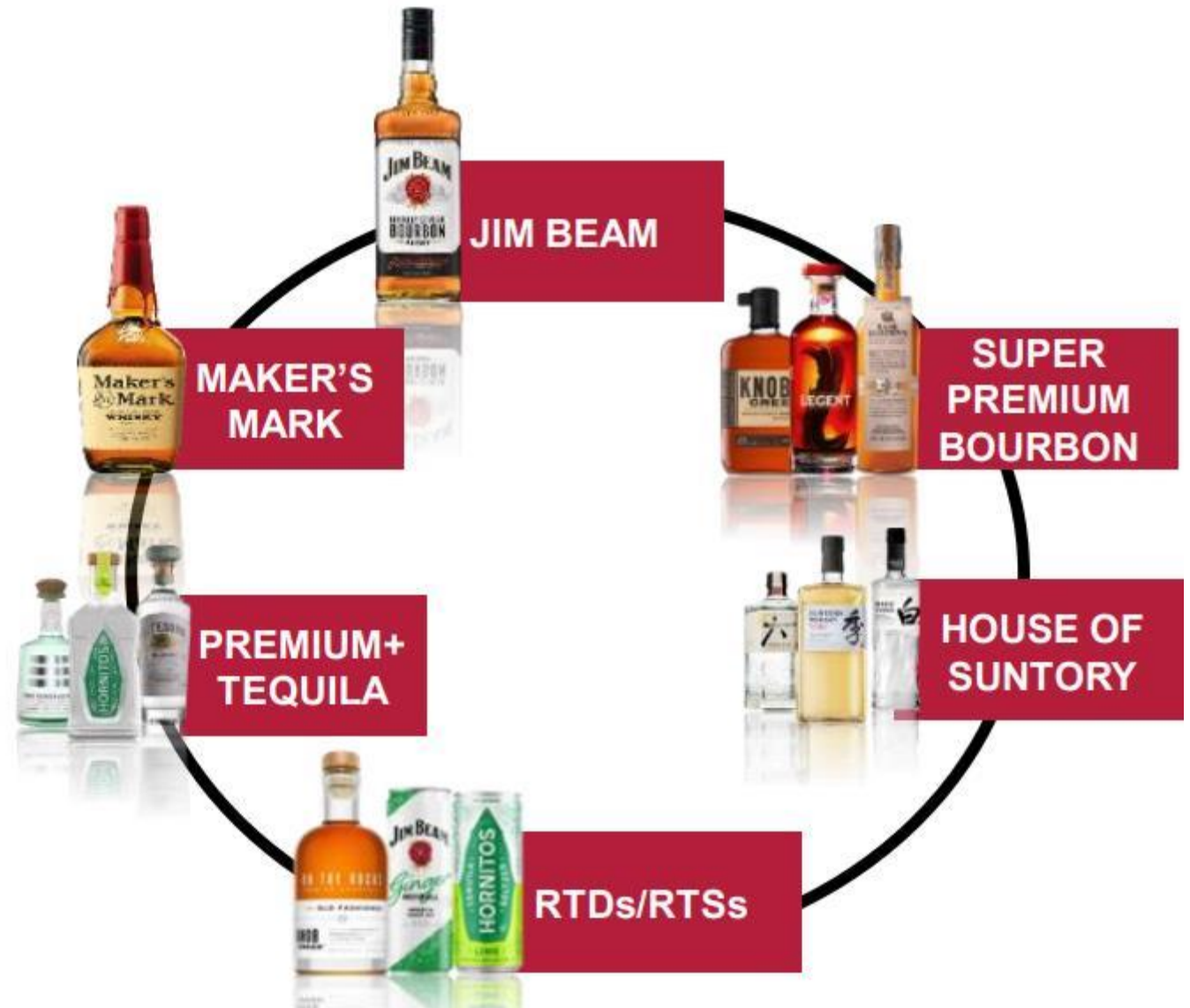


Brand Scorecards & Six Things

Source: 90 Day Forecast Submitted 4/5

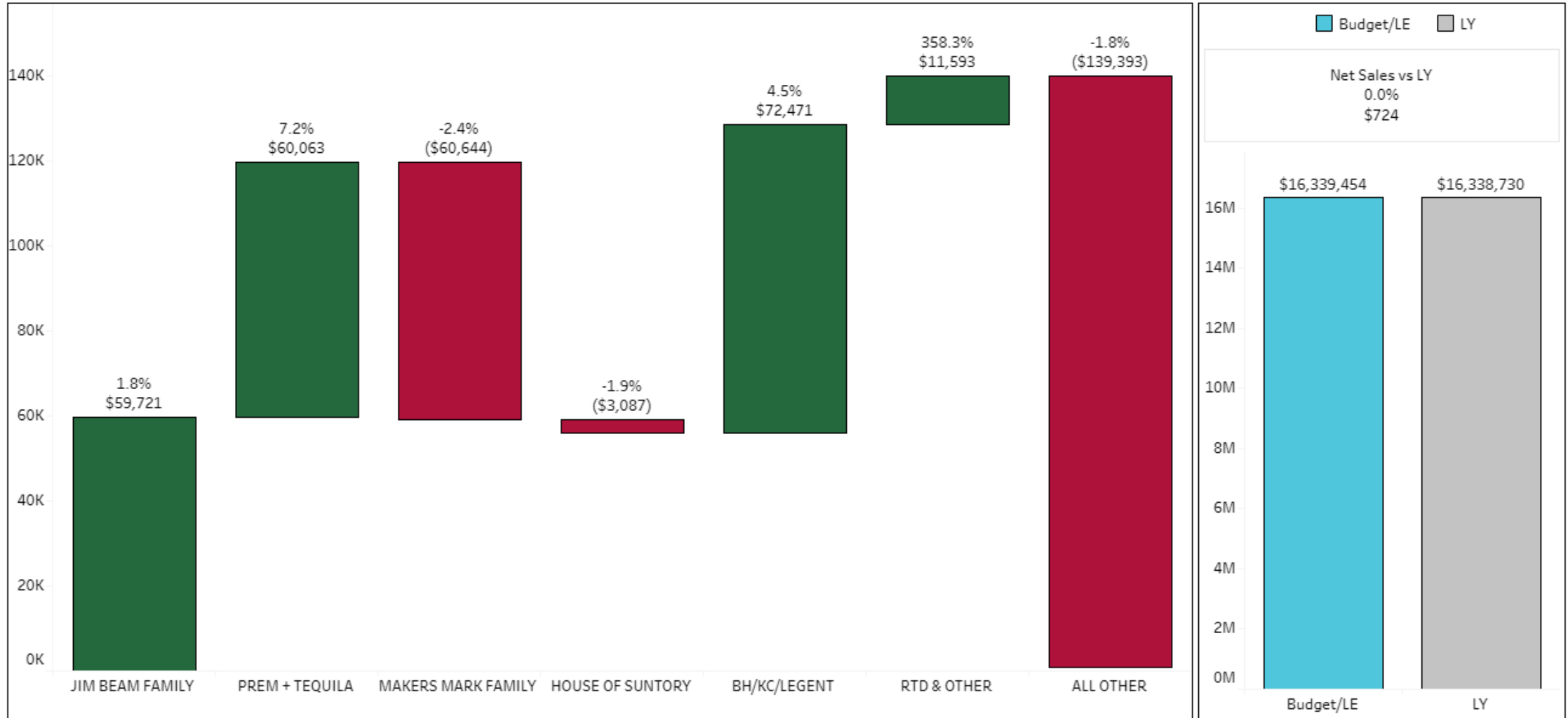
6 THINGS

SIX THINGS



Delaware: 2021 Key Growth Drivers

FY NSV Target: Flat vs LY



Maker's Scorecard: Performance

Q1: Flat vs Plan / -20.5% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	2,280	5,094	7,375
Depletion vs LY	(756)	1,102	346
Depletion vs LY%	-24.9%	27.6%	4.9%
Depletion vs Plan/LE1/LE2	(215)	1,066	852
Depletion vs Plan/LE1/LE2..	-8.6%	26.5%	13.1%
Net Sales Forecast	\$438,128	\$895,162	\$1,333,290
Net Sales vs LY	(\$113,321)	\$201,140	\$87,819
Net Sales vs LY%	-20.5%	29.0%	7.1%
Net Sales vs Plan/LE1/LE2	\$8,418	\$197,172	\$205,590
Net Sales vs Plan/LE1/LE2..	2.0%	28.2%	18.2%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

OFF Premise	(110,697)	-22.5%
ON Premise	(2,810)	-4.7%

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

1750ML	(147,167)	-57.3%	25.05%
1000ML	9,039	11.5%	19.99%
750ML	14,818	7.4%	49.19%
375ML	2,361	21.5%	3.05%
200ML	3,466	100.0%	1.46%
50ML	3,976	100.0%	1.25%

Net Sales vs LY

Toggle top level parameters for desired views



- Maker's Family Q1 decline driven by Red Top 1.75 allocation shift to April (1184 physical cases)
 - April Maker's Family MTD +2487.3% (driven by Red Top 1.75 & 1.0L)
- Strong Q1 Maker's 46 (22.7%) & Cask Strength (87%) growth due to National March Blitz & Local Fast Start Program
- Q2 Objectives:
 - sell out all VAPs & LTOs (received incremental 150 cases Maker's 101)
 - capitalize on H2 mitigation deals & drive volume for May Blitz to achieve NSV plan & Win in American Whiskey
 - Execute Q2 Aggressive \$2 IRC

Maker's Scorecard: Marketing & Activation

Q2 VAP's, LTO's, and IRC's

Q2 Brand Muscle Creative



Summer Shaker



Father's Day



Father's Day Co-Pack 750ml

- 104 Cases
- May



46
Cask Strength

Dist. in-field: 5/1
On-shelf: 6/1



Maker's Mark
101

Dist. in-field: 5/1 | 9/1
On-shelf: 6/1 | 10/1



Red Top \$2.00 IRC

- 4/1/21 – 6/30/21
- 3,000 Coupons

Misc New POS Coming

Batch Bottles
72 units



Insulated Canteen
10 units



Insulated Tumbler
20 units



Maker's Scorecard: Marketing & Activation

Q2 Marketing

GIVE THE GIFT OF GRATITUDE

We encourage shoppers to honor their remarkable people through our personalization program across key occasions:



Personalized Labels Via Online Portal

Incentivize purchase and gifting with a **free personalized label** for your remarkable person via **our online label portal**



Gift Tag with Cocktail Recipe

A **gift tag necker** with space to write a personal note on the back and a QR code that leads to cocktail recipes on the Maker's Hour Hub



In-Store Personalized Label Calligraphy

For specific occasions such as Father's Day sampling events with an in-store calligrapher to hand personalize labels on demand to incentivize purchase.



Father's Day & Mother's Day Occasion Extensions

Specific communications for Mother's Day and Father's Day give markets an option to amplify the program during these important gifting holidays

Maker's Scorecard: May Blitz Support

Blitz Activities	Brands	How to WIN!	Prizes	Roles Targeted
1. Volume (All Premise Goal)	<ul style="list-style-type: none"> Maker's Cask Strength Maker's 101 Maker's Redtop 1.0L ONLY (On Premise only; except Class B states = All Premise) 	<ul style="list-style-type: none"> Top Performing Market by Tier with Highest % of Total Volume goal by end of May will win Payout 	Payment Amount dependent on Tier <ul style="list-style-type: none"> Tier 1 = \$15,000 Tier 2 = \$12,000 Tier 3 = \$8,000 	Prize \$ Split among: Top 5* Performing Consultants in winning market based on % of quarterly goal achieved
2. Displays = # of displays attained	<ul style="list-style-type: none"> Entire Maker's Brand Family 	<ul style="list-style-type: none"> Top Performing Market by Tier with Highest % of Q2 Maker's Mark Display KPI goal achieved by end of May will win payout Tracked in existing GoSpotCheck National KPI Mission 	Payment Amount dependent on Tier <ul style="list-style-type: none"> Tier 1 = \$15,000 Tier 2 = \$12,000 Tier 3 = \$8,000 	Prize \$ Split among: Top 5* Performing Merchandisers/ AMs/DMs in winning market based on % of quarterly goal achieved *5 is <i>minimum</i> number of winners; can be divided among more people

Maker's Scorecard: May Blitz Support

Maker's Race to Excellence- Q2 BLITZ GOALS

9L Goal Methodology

- **MM1L On Premise** – Apr-May Forecast used as a baseline and adjusted up for markets that may have under-forecast (i.e., where Forecast was a slower pace of sales v. Plan than March Actuals v Plan); adjusted for *On Premise only*
 - Class B states' target will be all premise
- **MM Cask Strength** – Apr-May Plan
- **MM 101** – Lesser of Apr-May Plan and Allocated Amount

*Goal will be tracked at the market level; it is up to each market to track to SM/AM/Consultant level

Market	Total Makers Blitz Goal		
	9L Goal	PY 9L Act	vs PY %
Central Region	15,014	4,853	209.4%
Texas	4,700	3,523	33.4%
Illinois	2,941	247	1091.3%
Colorado	1,926	81	2264.2%
Indiana	2,319	173	1241.3%
KS - SGWS	154	353	(56.4%)
Louisiana	1,218	170	617.4%
MN - SGWS	394	33	1108.5%
Nebraska	517	101	412.5%
Oklahoma	558	105	433.7%
North Dakota	130	34	287.3%
South Dakota	156	35	345.5%
East Region	25,208	1,741	1348.1%
Florida	9,658	626	1442.2%
New York	5,440	99	5398.4%
Metro NY	3,355	61	5435.7%
Upstate NY	2,085	38	5339.3%
Delaware	423	18	2214.8%
Kentucky	4,155	186	2129.6%
Maryland	1,634	37	4301.8%
South Carolina	3,242	768	322.0%
Washington DC	656	6	11469.4%

Makers Red Top 1L (On Prem)				
9L Goal	PY 9L Act	PY2 9L Act	vs PY%	vs PY2 %
12,855	4,364	15,522	194.6%	(17.2%)
4,434	3,408	3,758	30.1%	18.0%
2,667	19	4,111	14017.0%	(35.1%)
1,475	62	1,655	2288.0%	(10.9%)
1,463	141	1,613	937.7%	(9.3%)
145	344	869	(57.9%)	(83.3%)
1,188	141	1,827	739.3%	(35.0%)
344	14	388	2394.2%	(11.4%)
492	85	470	476.3%	4.7%
395	86	598	359.3%	(34.0%)
115	31	110	273.8%	4.5%
139	32	124	333.0%	12.0%
14,532	1,439	17,145	910.2%	(15.2%)
5,500	540	5,105	918.1%	7.7%
3,729	12	5,516	30603.5%	(32.4%)
2,535	-1	4,258	(237743.3%)	(40.5%)
1,195	13	1,258	8940.7%	(5.0%)
260	11	252	2188.5%	3.2%
1,324	125	2,235	957.2%	(40.8%)
995	23	1,142	4264.3%	(12.9%)
2,279	721	2,279	216.0%	(0.0%)
444	6	615	7742.9%	(27.8%)

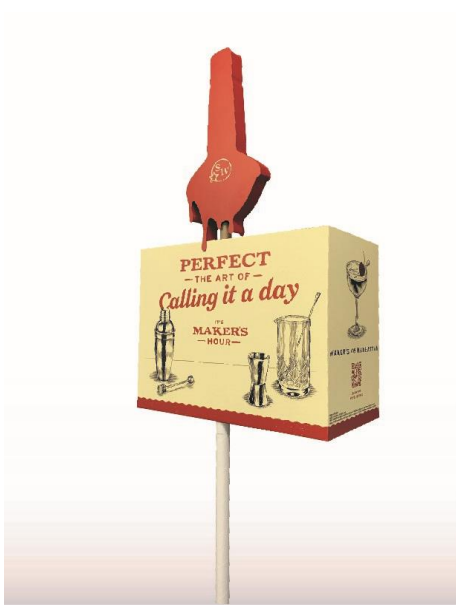
Makers 101		
Final 9L Goal	Q2 9L Allocation	9L OH 4/1
1,580	1,423	157
152	0	152
0	0	0
435	430	5
825	825	0
0	0	0
0	0	0
1	0	1
0	0	0
143	143	0
13	13	0
13	13	0
10,000	6,419	3,581
4,048	3,055	993
1,496	553	943
740	288	452
756	265	491
151	151	0
2,631	1,592	1,039
569	384	185
903	530	373
201	154	47

Makers Cask Strength		
9L Phased Plan	PY 9L Act	vs PY %
579	489	18.3%
114	114	0.0%
274	228	20.0%
17	20	(15.8%)
31	32	(2.4%)
9	8	6.3%
31	28	8.8%
50	19	165.5%
25	16	61.3%
21	19	10.7%
3	3	9.2%
5	3	62.0%
677	302	123.9%
110	86	27.4%
215	87	147.9%
80	62	29.9%
135	25	437.3%
12	7	74.3%
200	61	227.2%
70	14	388.5%
60	47	27.2%
10	0	0.0%

Final tracker is under construction, will be shared when available

Maker's Scorecard: May Blitz Support

Banner Pole Topper
5 units



Dual Pole Topper
5 units



50 Case Cards



INCENTIVE:

LARGE FORMAT: 11cs+ display

- Most Impactful display per Tier Group will Win \$\$
- Payment = \$1,500 each Consultant & Merchandiser
 - If no Merchandiser than AM/DM can qualify

SMALL FORMAT: 3-10cs Display

- Most Impactful display per Tier Group will Win \$\$
- Payment = \$1,500 each Consultant & Merchandiser
 - If no Merchandiser than AM/DM can qualify

Blitz Week Promo Offer: NEED TO UPDATE

Available May 17th - 21st				
Brand	Cases	BPC	COA	Total Cost
Maker's 46 750ml	3	6	\$149.94	\$ 449.82
Maker's 46 375ml	1	12	\$184.61	\$ 184.61
Maker's Cask Strength 750ml	2	6	\$184.57	\$ 369.14
Maker's Mark Original 1.75L	3	6	\$238.80	\$ 716.40
Maker's Mark Original 750ml	2	12	\$240.00	\$ 480.00
Jim Beam White 1.75L	2	6	\$ 90.00	\$ 180.00
	13			\$2,379.97

Jim Beam Family Scorecard: Performance

Q1: +\$0.1M vs Plan / +16.7% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	8,269	11,375	19,644
Depletion vs LY	1,246	347	1,593
Depletion vs LY%	17.7%	3.1%	8.8%
Depletion vs Plan/LE1/LE2	1,437	(384)	1,053
Depletion vs Plan/LE1/LE2..	21.0%	-3.3%	5.7%
Net Sales Forecast	\$795,712	\$1,074,457	\$1,870,169
Net Sales vs LY	\$113,805	\$27,061	\$140,866
Net Sales vs LY%	16.7%	2.6%	8.1%
Net Sales vs Plan/LE1/LE2	\$144,696	(\$29,771)	\$114,925
Net Sales vs Plan/LE1/LE2..	22.2%	-2.7%	6.5%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

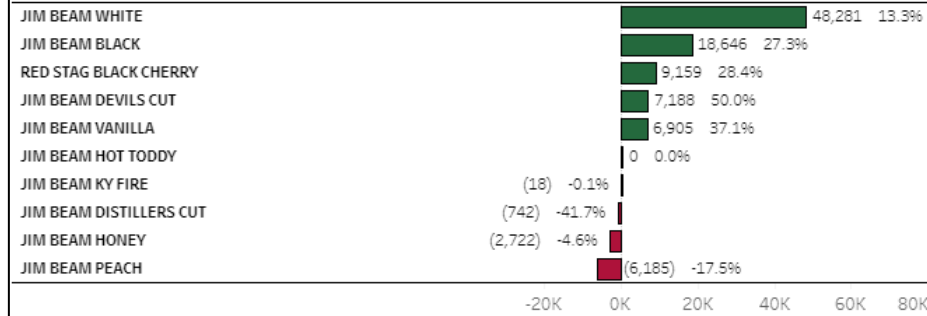
OFF Premise	110,159	17.1%
ON Premise	3,050	8.1%

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

1750ML	52,651	19.1%	41.22%
1000ML	9,621	24.5%	6.14%
750ML	33,968	20.5%	25.08%
375ML	23,914	41.7%	10.21%
355ML	23		0.00%
200ML	2,413	22.3%	1.66%
100ML	(8,550)	-6.5%	15.46%
50ML	(830)	-32.7%	0.21%

Net Sales vs LY

Toggle top level parameters for desired views



- Jim Beam Family growth driven by both channels (Off Premise +17.1%; On Premise +8.1%)
- Brand Drivers (NSV YTD vs LY): JB White +13.3%; JB Black +27.3%, & JB Orange Launch (\$25K NSV Q1)
- Q2 Objectives:
 - Target Q2 Mitigation programs to achieve Champion's Club NSV target & Win in American Whiskey
 - Win in TWM & drive aggressive \$2 IRC
 - Continue Momentum on JB Orange with 1.75 Launch
 - Build on On Premise rebound; April MTD +1719.3% 9L

Jim Beam Scorecard: Marketing & Activation

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

JBW w/ 2 50ml JBO HH

- 351 Cases
- April



JBW & FLAVORS \$2.00 IRC

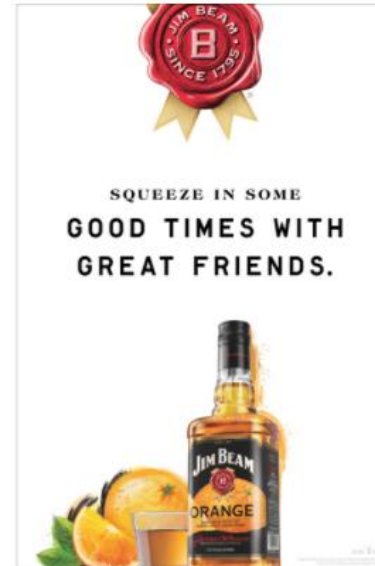
- 4/1/21 – 6/30/21
- 3,000 Coupons



JB Orange Hitchhiker
on 1.75L of JBW



Q2 Brand Muscle Creative



Cornhole Set

1 unit

Jim Beam Scorecard: Marketing & Activation

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

Legent will launch updated pack along with +\$5 SRP price increase in June 2021



Timing Update

- Rollout next year will **introduce new pack**, but **keep existing liquid**
- Targeting **June 2021 for US open states**, control states will runoff existing pack inventory (750ml size)
- Pricing will increase +\$5 SRP vs. today's base to **\$39.99 SRP USD**

New Pack Design Update

- **Significantly improves visibility of the brand mark**, the #1 objective for the pack change
- Design **balances Kentucky/Japan cues** in line with the brand's DNA
- **Retains most important elements of original pack** as learned through research: Fred & Shinji's signatures & titles, brushstroke, wood cap, and copy
- Introduces **new brand color with grey label background** – this distinct color will allow Legent to step outside of Bourbon norms and helps to express the balance inherent in the Legent brand



Basil Hayden's Scorecard: Performance

Q1: +\$0.1M vs Plan / +33.8% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	853	891	1,745
Depletion vs LY	240	(33)	207
Depletion vs LY%	39.2%	-3.6%	13.5%
Depletion vs Plan/LE1/LE2	272	93	365
Depletion vs Plan/LE1/LE2..	46.7%	11.7%	26.4%
Net Sales Forecast	\$213,793	\$230,321	\$444,113
Net Sales vs LY	\$53,979	(\$21,579)	\$32,399
Net Sales vs LY%	33.8%	-8.6%	7.9%
Net Sales vs Plan/LE1/LE2	\$65,122	\$23,849	\$88,971
Net Sales vs Plan/LE1/LE2..	43.8%	11.6%	25.1%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

OFF Premise	54,412	37.4%
ON Premise	(433)	-3.0%

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

1750ML	33,148	100.0%	30.63%
1000ML	816	8.5%	4.86%
750ML	20,882	18.1%	63.76%
375ML	(867)	-35.1%	0.75%

Net Sales vs LY

Toggle top level parameters for desired views



- Brand Family Growth driven by 1.75 (+102.5% YTD); & Dark Rye (+95.9% YTD)
- Off Premise driven by Costco shift to 1.75L (179.5% YTD)
- Q2 Objectives:
 - Utilize Q2 Mitigation deal to help achieve H1 Champion's club target
 - Drive Q2 Rye's Up Perfect Store Program
 - Achieve 100% KPIs & drive volume to Win in American Whiskey Off Premise

Basil Scorecard: Marketing & Activation

Q2 Brand Muscle Creative



Premium+ Tequila Scorecard: Performance

Q1: +\$0.1M vs Plan / +118.5% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	1,322	2,341	3,664
Depletion vs LY	701	520	1,221
Depletion vs LY%	112.8%	28.6%	50.0%
Depletion vs Plan/LE1/LE2	522	542	1,063
Depletion vs Plan/LE1/LE2..	65.1%	30.1%	40.9%
Net Sales Forecast	\$210,531	\$347,700	\$558,231
Net Sales vs LY	\$114,159	\$73,321	\$187,480
Net Sales vs LY%	118.5%	26.7%	50.6%
Net Sales vs Plan/LE1/LE2	\$82,674	\$79,006	\$161,680
Net Sales vs Plan/LE1/LE2..	64.7%	29.4%	40.8%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

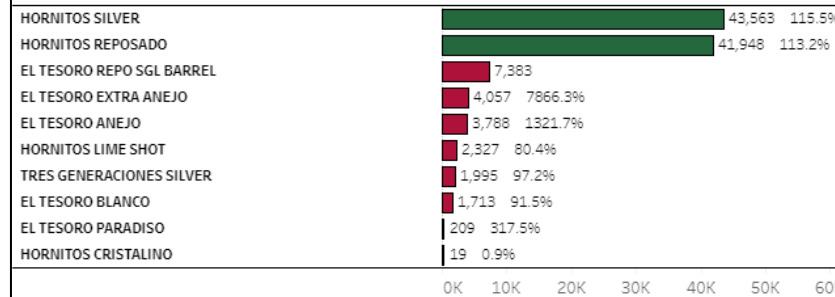
OFF Premise	91,642	+100.0%
ON Premise	22,525	+100.0%

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

1750ML	34,656	100.0%	26.57%
1000ML	19,260	100.0%	14.54%
750ML	54,123	89.5%	54.44%
375ML	6,129	100.0%	4.46%
200ML	0		0.00%

Net Sales vs LY

Toggle top level parameters for desired views



- Overall Brand NSV Growth (+118.5% YTD); driven by success of Q1 National Perfect Store Program
- TWM Commit April/May display; gained incremental 95 9L cases
- El Tesoro Blanco, Repo & Anejo PPI scheduled July 1st
- On track to over-deliver H1 NSV Target by \$161K
- Q2 Objectives – Win Cinco with impactful floor displays, drive Margaritas To-Go, and continue to gain share On Premise as accounts rebound (YTD +279.8%; MTD April +1028.1%); Execute \$2 IRC (Hornitos & Sauza)

House of Suntory Scorecard: Performance

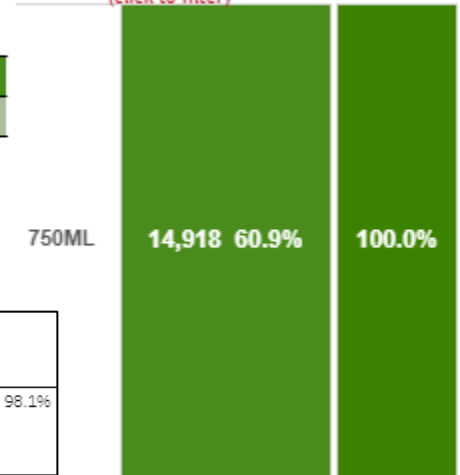
Q1: +\$21K vs Plan / +60.9% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	160	171	330
Depletion vs LY	53	60	113
Depletion vs LY%	49.8%	54.0%	51.9%
Depletion vs Plan/LE1/LE2	83	54	137
Depletion vs Plan/LE1/LE2..	107.4%	47.0%	71.1%
Net Sales Forecast	\$39,424	\$42,758	\$82,182
Net Sales vs LY	\$14,918	\$15,596	\$30,514
Net Sales vs LY%	60.9%	57.4%	59.1%
Net Sales vs Plan/LE1/LE2	\$21,051	\$14,141	\$35,192
Net Sales vs Plan/LE1/LE2..	114.6%	49.4%	74.9%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

OFF Premise	14,543	63.3%
ON Premise	375	24.6%

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



Net Sales vs LY

Toggle top level parameters for desired views



- YTD Performance driven predominantly by Toki (+118.5%); Roku (+9.3%) while Haku is declining at -34.9%
- Both Channels outperforming Q1 2020; Off Premise (+63.3%) & On Premise (+24.6%)
 - Costco driving Off Premise Growth +283.7% YTD
- Q2 Objectives:
 - Achieve 100% KPIs in Both Channels
 - Drive Haku distribution in high Vodka ACV accounts to reverse trend in both channels

RTD, RTS, OTR Scorecard: Performance

Q1: +\$13K vs Plan

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	256	993	1,250
Depletion vs LY	249	967	1,216
Depletion vs LY%	3241.7%	3681.3%	3582.0%
Depletion vs Plan/LE1/LE2	101	818	919
Depletion vs Plan/LE1/LE2..	65.3%	467.5%	278.5%
Net Sales Forecast	\$34,213	\$135,029	\$169,241
Net Sales vs LY	\$33,198	\$132,180	\$165,378
Net Sales vs LY%	3272.3%	4639.9%	4280.8%
Net Sales vs Plan/LE1/LE2	\$13,305	\$114,425	\$127,730
Net Sales vs Plan/LE1/LE2..	63.6%	555.4%	307.7%

Retail NSV (\$) Δ LY
Premise Type by Trade Channel
 (labels show Δ by value & %) (click to filter)
 (click + / - to expand or collapse)

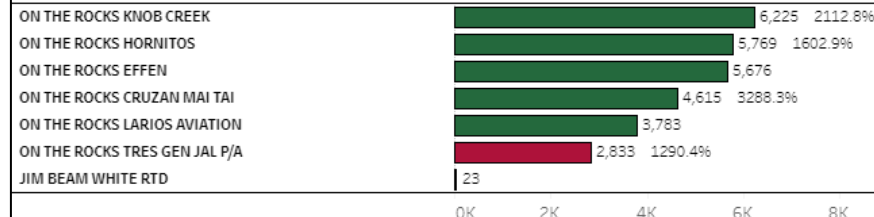
OFF Premise	32,456	+100.0%
ON Premise	742	+100.0%

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

375ML	13,782	40.28%
355ML	23	0.07%
200ML	16,840	100.0%
100ML	2,553	7.46%

Net Sales vs LY

Toggle top level parameters for desired views



- Explosive Brand Growth driven by Q1 Fast Start Program
 - Grew 9L Volume +3226.4% Q1
 - Gained incremental 228 PODs in Off Premise
- On Track to overdeliver H1 NSV Target by \$127K
- Q2 Highlights/Objectives: Achieve 100% KPIs; Costco Combo Pack Program (548 case commitment April in-field); continue to drive new distribution Off Premise & target niche On Premise CTG opportunities

RTD, RTS, OTR Innovation



Jim Beam® Classic Highball *Kentucky Straight Bourbon Whiskey with Seltzer and a Hint of Citrus*

- **COLOR:** Translucent light golden hue
- **AROMA:** Zesty and light
- **TASTE:** Bright and balanced lemon and orange flavors, with a splash of lime
- **FINISH:** Lingering bourbon finish with subtle sweetness

The Jim Beam® family of RTDs features sessionable cocktails in a convenient ready-to-drink format. Made with a spirit base, the Jim Beam® RTDs deliver a refreshing new way for consumers to enjoy our bourbon.



Jim Beam® Ginger Highball *Kentucky Straight Bourbon Whiskey with Crisp Ginger Ale*

- **COLOR:** Translucent light amber shade
- **AROMA:** Sweet and true to a ginger ale
- **TASTE:** Bold ginger ale taste expertly balanced with bourbon
- **FINISH:** Subtle hints of vanilla and oak with a touch of sweetness



RTD, RTS, OTR

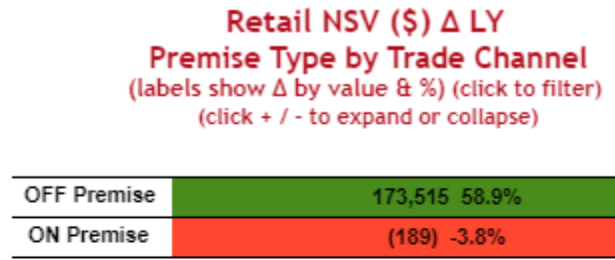
Innovation



Courvoisier Scorecard: Performance

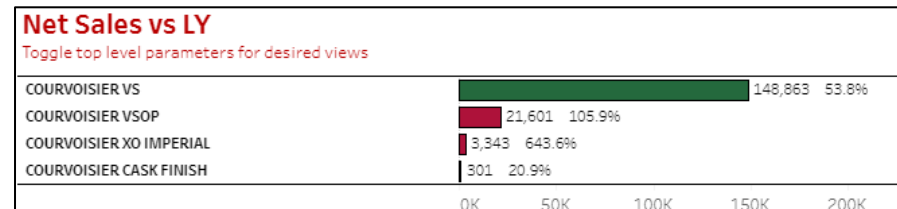
Q1 NSV vs Plan: +\$177K vs Plan / +57.9% vs LY

	H1		
	Q1	Q2	Total
Depletion Volume Forecast	2,479	3,763	6,242
Depletion vs LY	884	1,661	2,545
Depletion vs LY%	55.4%	79.0%	68.8%
Depletion vs Plan/LE1/LE2	904	1,584	2,488
Depletion vs Plan/LE1/LE2..	57.4%	72.7%	66.3%
Net Sales Forecast	\$472,983	\$704,637	\$1,177,620
Net Sales vs LY	\$173,373	\$306,974	\$480,347
Net Sales vs LY%	57.9%	77.2%	68.9%
Net Sales vs Plan/LE1/LE2	\$177,363	\$291,437	\$468,801
Net Sales vs Plan/LE1/LE2..	60.0%	70.5%	66.1%



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

Size	NSV (\$)	Δ LY (%)	Size Mix
1750ML	8,304	23.5%	9.23%
1000ML	12,946	100.0%	4.92%
750ML	59,874	38.0%	46.00%
375ML	56,455	100.0%	21.48%
200ML	35,249	70.8%	17.97%
100ML	498	36.1%	0.40%
50ML	0		0.00%



- Explosive Brand Growth driven by April 1st PPI
 - VS 750ml (+37.1%) & 200ml (+72.7%) and VSOP 750ml (+36.2%)
- On Track to over-deliver H1 NSV Target by \$468K
- Q2 Objectives:
 - Drive 375mls prior to July 1st PPI
 - leverage aggressive H1 pricing for retail floor displays;
 - Capitalize on Hennessy OOS to drive share growth in Cognac Category

Source: YTD March Actuals

Upcoming IRC's

Delaware 2021 Rebate Schedule												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jim Beam												
				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		
Canadian Club												
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		
Cruzan												
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		
DeKuyper												
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		
Hornitos												
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		
Pinnacle Vodka												
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		
Makers Mark												
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

Q2 Priorities

- Continue Q1 Momentum
- Drive Innovation Brands (JB Orange, RTDs, & OTR)
- Outperform Total House & Win in American Whiskey

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

