

Beam Suntory 2022 Display

TOTAL WINE & MORE

Beam SUNTORY

Hornitos Base & RTD:

Cinco De Mayo Display Executed: 03/22/22 – 05/09/2022



- Cinco de Mayo Activation has helped lead to 117.4% 9L Growth YTD LME July
 - Driven predominately by RTDs (+1778.3% YTD)
 - Sell in months leading up to Cinco drove March +233.2% & April 130.9%

Maker's Mark Activations:

Maker's Mark Flower Shop: 02/12 & 02/13



Over 100 consumers sampled, and
53 bottles sold on 1st day!

 **Maker's Mark®**



Maker's Mark Activations:

Maker's Mark Studio: 06/11 & 06/18



Day 1 Results: 195+ consumers sampled & 72 bottles sold
Day 2 Results: 85+ consumers sampled & 53 bottles sold

On the Rocks:

Meet the Maker Activation: Executed 08/05



5 / Total Wine 2022 Display

Beam Suntory

2022 Activations:

Activation Calendar

February 12th : Maker's Mark Flower Shop
 February 13th: Maker's Mark Flower Shop
 April 16th :Easter/On the Rocks: Booked
 May 5th :Cinco De Mayo/Hornitos
 May 6th :Cinco de Mayo/Hornitos
 June 11th :Father's Day Engraving Premium Bourbons & Maker's Studio
 June 18th :Father's Day Engraving Premium Bourbons & Maker's Studio
 July 1st :4th of July OTR & Hornitos RTDs
 August 4th: OTR Meet the Maker
 August 19th Truly Vodka/BBC Takeover
 August 20th : Jim Beam Black
 September 3rd :Labor Day/On the Rocks & RTDs
 November 18th :Engraving Premium Bourbons
 November 23rd :Premium Bourbons
 December 22nd :Engraving Premium Bourbons & Maker's Studio
 December 23rd :Engraving Premium Bourbons & Maker's Studio

