

June GSM

June 10th , 2022

Beam SUNTORY

Agenda

▪ Q2 Priorities

- Q2 KPI, GSC, & Incentive Updates
- Price Changes & Mitigation Deals
- Innovation Launch
- AOE & Closing Comments

Q2 Priorities

- 100% KPI Execution
- 100% GSC Execution
- 100% Achievement Q2 National Program
- On The Rocks
- Drive Truly Innovation Launch
- Continue Success of Perfect Bar Program
- Drive Hornitos RTD Can Distribution
- Capitalize on New Flavors & Variety Pack
- Academy of Excellence Course Completion

Agenda

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Q2 GSC KPI Goals

H1 Menus	Menu Goal	Actual
2022 Sipsmith Family	17	5
2022 Courvoisier Family	10	8
2022 Prem+ Tequila	120	69
2022 House of Suntory	40	19
2022 Legent	10	7
2022 Knob Creek Rye	20	45
2022 Maker's Mark Family	135	96
2022 Basil Hayden Family	75	49

Q2 Displays	Display Goal	Actual
2022 Sipsmith Family	2	2
2022 Tres Gen Family	8	4
2022 Hornitos Family	45	39
2022 House of Suntory	3	4
2022 Truly Vodka	40	20

Q2 On Premise EKPI Execution	Goal	Actual
Social Media	4	
Digital Messaging	3	3

Q2 Off Premise EKPI Execution	Goal	Actual
Digital Shelf	3	11
Digital Messaging	4	0

Q2 RTD Execution	Goal	Actual
OTR - Floor Display	25	24
OTR - Coldbox	10	1
Quarterly Total	35	25

Q2 Shelves	Shelf Goal	Actual
Hornitos (Adjacency)	220	181
Hornitos (Location)		
Tres Gen (Adjacency)		
Tres Gen (Location)		
Truly (Adjacency)		
Truly (Location)		
Toki (Location)		
Roku		
Sipsmith (Adjacency)		
Sipsmith (Location)		

Update through 06/09

Q2 ACV KPI Goals

Q2 ACV Off Premise	Goal	Actual
JB Flavors	255.00	230.79
House of Suntory	111.15	88.18
Hornitos Family	150.00	159.41
Tres Gen Family	95.00	95.05
On The Rocks Family	185.00	186.93
Hornitos RTD	90.00	61.70
Truly Vodka	50.00	138.00

Q2 ACV On Premise	Goal	Actual
Maker's CS & 46	55.00	48.32
Legent	8.00	9.84
House of Suntory	21.00	17.75
Hornitos Family	48.00	65.26
Tres Gen Family	34.00	29.02
Sipsmith Family	10.00	4.70

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

Q2 National Program

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Q2 National Program Update

Tier 4



Q2 National Program Update

Market	OFF PREMISE				ON PREMISE			
	Total # Accounts in KPI Saleable Universe OFF	Perfect Store			Total # Accounts in KPI Saleable Universe ON	PODS		
		Goal	Act	% Ach		Goal	Act	% Ach
Florida	1,523	516	174	33.7%	2,996	749	411	54.9%
Ohio Low Proof	1,552	502	142	28.3%	727	182	70	38.5%
Illinois	1,790	591	478	80.9%	2,325	582	402	69.1%
Texas	2,855	965	268	27.8%	0	0	0	0.0%
Southern California	1,589	522	308	59.1%	1,683	421	348	82.7%
Metro NY	2,049	698	282	40.4%	2,227	557	176	31.6%
Tier 1 Total	11,358	3,794	1,652	43.5%	9,958	2,490	1,407	56.5%
Northern California	1,302	414	323	78.1%	532	133	216	162.4%
Louisiana	797	251	97	38.7%	963	241	32	13.3%
Upstate NY	1,072	367	181	49.3%	1,554	389	55	14.2%
Colorado	1,090	365	132	36.2%	752	188	78	41.5%
Indiana	777	266	115	43.2%	1,027	257	60	23.4%
Oklahoma	573	200	47	23.5%	361	90	22	24.4%
Maryland	965	334	138	41.3%	488	122	42	34.4%
Tier 2 Total	6,576	2,197	1,033	47.0%	5,677	1,419	505	35.6%
Arizona	226	76	45	59.5%	1,042	261	98	37.6%
MN - SGWS	782	269	163	60.6%	424	106	132	124.5%
Kentucky	750	253	102	40.4%	415	104	51	49.2%
Washington	251	88	31	35.1%	927	232	115	49.6%
NV - SGWS	276	88	62	70.6%	674	169	97	57.6%
South Carolina	918	302	170	56.3%	0	0	0	0.0%
Nebraska	259	82	27	32.8%	501	125	14	11.2%
South Dakota	176	56	14	24.8%	370	93	9	9.7%
Tier 3 Total	3,638	1,214	614	50.6%	4,353	1,088	516	47.4%
Hawaii	188	58	78	135.1%	192	48	49	102.1%
Delaware	291	101	49	48.6%	176	44	11	25.0%
North Dakota	112	38	15	39.3%	358	90	8	8.9%
Washington DC	211	72	50	69.7%	190	48	16	33.7%
Alaska	113	40	8	20.1%	189	69	8	11.6%
New Mexico	109	37	37	99.7%	244	61	48	78.7%
AR - SGWS	176	62	40	64.9%	65	16	0	0.0%
KS - SGWS	186	64	25	39.0%	0	0	0	0.0%
Tier 4 Total	1,386	471	302	64.1%	1,414	375	140	37.3%

Q2 On The Rocks Local Incentive

10 / June 2022 GSM

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- **Off Premise Program Details:**

- *Distribution Incentive:*
 - Sales Rep earns \$10 per POD (1 case)
 - \$25 Kicker: Sell 6 Flavors to Account
- *Display Incentive:*
 - Sales Rep earns \$50 per 3 case display
 - \$25 Kicker for Rack Placement
- *Cold Box Incentive:*
 - \$25 per Cold Box Placement

- **On Premise Program Details:**

- *Distribution Incentive:*
 - Sales Rep Earns \$20 per POD (1 case)
 - Promo: Buy 1 case 200ml get 2 liters Makers Mark for \$1



Q2 Perfect Bar Program

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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	Goal	Goal % of Universe	H1 Ach Perfect Bar	Bal	% Ach to Goal
AR - SGWS	478	139	30.0%	108	(31)	77.7%
Colorado	2,285	677	30.0%	485	(192)	71.6%
Illinois	6,298	1,881	30.0%	1,639	(242)	87.1%
Indiana	2,061	621	30.0%	410	(211)	66.0%
Louisiana	2,393	714	30.0%	339	(375)	47.5%
MN - SGWS	959	283	30.0%	170	(113)	60.1%
Nebraska	1,019	301	30.0%	212	(89)	70.4%
North Dakota	585	173	30.0%	107	(66)	61.8%
Oklahoma	715	212	30.0%	173	(39)	81.6%
South Dakota	606	180	30.0%	99	(81)	55.0%
Central Region	17,399	5,181	30.0%	3,742	(1,439)	72.2%
Delaware	579	176	30.0%	166	(10)	94.3%
Florida	7,314	2,176	30.0%	1,373	(803)	63.1%
Kentucky	947	288	30.0%	288	0	100.0%
Maryland	1,231	376	30.0%	221	(155)	58.8%
Metro NY	6,837	2,005	30.0%	674	(1,331)	33.6%
Upstate NY	3,592	1,046	30.0%	498	(548)	47.6%
Washington DC	542	162	30.0%	126	(36)	77.8%
East Region	21,042	6,229	30.0%	3,346	(2,883)	53.7%
Alaska	600	178	30.0%	152	(26)	85.4%
Arizona	2,574	767	30.0%	901	134	117.5%
Northern California	5,260	1,565	30.0%	1,048	(517)	67.0%
Southern California	6,056	1,805	30.0%	1,585	(220)	87.8%
Hawaii	727	215	30.0%	114	(101)	53.0%
NV - SGWS	1,383	410	30.0%	328	(82)	80.0%
New Mexico	520	157	30.0%	197	40	125.5%
Washington	3,073	905	30.0%	1,013	108	111.9%
West Region	20,193	6,002	30.0%	5,338	(664)	88.9%
Total	58,634	17,412	30.0%	12,426	(4,986)	71.4%

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Price Changes & Mitigation Deals

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Upcoming Price Changes

Permanent Price Changes			
Brand	Size	Timing	Shelf Impact
Hibiki Harmony	750ml	June 1st	\$4.00
Suntory Toki	750ml	June 1st	\$2.00
Courvoisier XO	750ml	July 1st	\$10.00
Courvoisier VS	1.75L	July 1st	\$4.00
Courvoisier VS	750ml	July 1st	\$1.00
Courvoisier VS	375ml	July 1st	\$1.00
Courvoisier VS	200ml	July 1st	\$1.00
Courvoisier VSOP	1.0L	July 1st	\$2.00
Courvoisier VSOP	200ml	July 1st	\$1.00
Hornitos Anejo	750ml	July 1st	\$2.00
Hornitos Black Barrel	750ml	July 1st	\$2.00
Hornitos Cristalino	750ml	July 1st	\$2.00
Hornitos Reposado	1.75L	July 1st	\$3.00
Hornitos Reposado	750ml	July 1st	\$1.00
Hornitos Plata	1.75L	July 1st	\$3.00
Hornitos Plata	750ml	July 1st	\$1.00
Tres Gen Plata	750ml	July 1st	\$2.00
Old Overholt	750ml	July 1st	\$3.00
Legent	750ml	July 1st	\$10.00

May & June Mitigation Deals

- JBW/Flavors 1.75L: May & June
 - 50 case QD @ \$129.98/case
- JBW/Flavors 750ml: May & June
 - 20 case QD @ \$153.55/case
- Hornitos RTD Cans 355ml: May & June
 - 25 case QD @ \$36.84
- Knob Creek Bourbon/Rye 750ml: May & June
 - 15 case QD @ \$156.84/case
- Courvoisier VS 750ml: June ONLY
 - 15 case Stand Alone QD @ \$258.36/case
- Courvoisier VS 375ml: June ONLY
 - 20 case Stand Alone QD @ \$128/case
- Pinnacle 80p 1.75L: May & June
 - 100 case QD @ \$78.00/case
- OTR 200ml Combo Pack: May & June
 - 1 case QD @ \$143.52/case
- Dekuyper Triple Sec 1.75L: May & June
 - 3 case QD @ \$59.94/case
- Dekuyper Peachtree Schnapps 1.75L: May & June
 - 3 case QD @ \$89.94/case

Close Out Prices

*Item	Descr	U_SIZE	BPC	OH	Current Best Case Price	Proposed Price
920800	EFFEN VOD YUZU CITRUS 75	1 LT	6	0	\$113.94	\$53.94
416187	EFFEN VOD BLOOD ORANGE 75	375 ML	12	0	\$102.89	\$48.00
962496	PINNACLE VOD RASPBERRY 60 12/10PET	50 ML	120	0	\$80.45	\$58.80
477317	LAPHROAIG SCO SM 27YR LTD ED 83.4	750 ML	6	0	\$3,457.00	\$1,700.00
24697	AUCHENTOSHAN SCO SMALT 21YR 86	750 ML	6	0	\$1,279.10	\$600.00
937613	JIM BEAM BBN PEACH 65 PET	200 ML	48	0	\$191.68	\$95.52
966198	PINNACLE VOD RED BERRY 60	750 ML	12	0	\$96.00	\$36.00
169572	RON RICO RUM GOLD 80 PET	375 ML	24	0	\$111.94	\$48.00
371758	GLEN GARIOCH SCO SMALT 1999 112.6	750 ML	6	0	\$524.12	\$240.00
220015	AUCHENTOSHAN SCO SMALT 18YR 86	750 ML	6	0	\$748.30	\$350.00
958102	DEKUYPER OL FASHION LIQ 30	1 LT	12	38.92	\$108.00	\$36.00
416178	EFFEN VOD RASPBERRY 75	375 ML	12	0	\$102.89	\$48.00
464950	JIM BEAM BBN DEVILS CUT 90	375 ML	12	0	\$138.37	\$60.00
962412	PINNACLE VOD CITRUS 60 PET	375 ML	24	0	\$80.02	\$36.00
962410	PINNACLE VOD RASPBERRY 60 PET	200 ML	48	0	\$96.00	\$48.00
959623	PINNACLE VOD RASPBERRY 60 PET	375 ML	24	0	\$80.02	\$36.00

Great Job selling out these items; only Dekuyper Old Fashioned left in Stock!!

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Truly Innovation Program

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Off-Premise Program Overview

Timing:

- April 1st – June 30th POD Incentive
- April 1st – June 30th Display Incentive

Brands: Truly Vodka (Strawberry Lemonade, Pineapple Mango & Wild Berry)

Objective: Execute Aggressive 60-day Innovation launch and target cross-promotion with Truly Seltzers

Off Premise Details:

House POD Goal: 350

Reps earn \$50 per combo sold (Buy 3 btls of Each flavor 750ml get 1 sleeve of each flavor 50ml for \$1)

Additional Promo to Target Displays: Buy 2 cases of each flavor 750ml get 2 cases JBW 1.75 for \$60 each

Display Incentive: Rep earns \$50 per 5 case display

DM Payout: If we achieve 350 POD goal earn \$750 each

On-Premise Program Overview

Timing: April 1st – June 30th

Brands: Truly Vodka (Strawberry Lemonade, Pineapple Mango, & Wild Berry)

Objective: Execute Aggressive 60-day Innovation Launch & target cross promotion with Truly Seltzers

On Premise Details:

House POD Goal: 75

Rep Incentive: Sale Rep earns \$25 per POD + \$10 Kicker for Menu placement

Promo: Buy 1 btl any flavor get 1 btl JBW 1.0L for \$5

DM Incentive: If team achieves house goal earn \$500 each



Hornitos RTD Off Premise Incentive

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Off-Premise Program Overview

Timing:

- April 1st – June 30th

Brands: Hornitos RTD Cans (Lime, Mango, Pineapple, Passion Fruit, Ranch Water & Variety Pack)

Objective: Lap Aggressive Q2 2021 Launch Volume with Local Incentive to Drive Distribution & Volume

Off Premise Details:

Reps earn \$10 per POD (YTD Unsold)

Kicker: Sell an Account 5+ Types Hornitos RTD earn \$25 Bonus

Promo: Buy 1 case each Lime, Mango, Passion Fruit, & Pineapple get 1 case Hornitos Variety Pack for \$1

Ranch Water Promo: Buy 1 case get 1 btl Hornitos Plata 750ml for \$1

Display Incentive: Rep earns \$25 for 5 case Display or Rack Placement (Photo Submission to DM Required)



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Academy of Excellence

Name	State	Area	Email	Aoe Credits Earned
Alfaro, Carlos	Delaware		CARLOSMALFARO@SGWS.COM	190
Ablao, Fritz	Delaware		FRITZ.ABLAO@SGWS.COM	105
quirk, paul	Delaware		PQUIRK@SGWS.COM	105
Hawke, Stephanie	Delaware		SHAWKE@SGWS.COM	105
McGovern, Ed	Delaware		EDMCGOVERN@SGWS.COM	100
Van Horn, Laurie	Delaware		LAURIEVANHORN@SGWS.COM	100
Schaerer, Eric	Delaware		ESCHAERER@SGWS.COM	100
Maule, Amy	Delaware		AMAULE@SGWS.COM	100
Oberholzer, Brad	Delaware		BRADLEY.OBERHOLZER@SGWS.COM	60
Albert, Kristin	Delaware		KALBERT@SGWS.COM	45
Aiello, John	Delaware		JAIELLO@SGWS.COM	20
Phipps, Jaime	Delaware		JAIMEPHIPPS@SGWS.COM	10
pace, mike	Delaware		MIKEPACE@SGWS.COM	0
Souza, Michelle	Delaware		MSOUZA@SGWS.COM	0
rife, charles	Delaware		CRIFE@SGWS.COM	0
Shukitt, Joseph D.	Delaware		JSHUKITT@SGWS.COM	0
Taylor, Kristina	Delaware		KRISTINA.TAYLOR@SGWS.COM	0
Palka, John	Delaware		JOHN.PALKA@SGWS.COM	0
Stevenson, Jon	Delaware		JSTEVENSON@SGWS.COM	0
Miller, Harvey James	Delaware		HJMILLER@SGWS.COM	0
Ameen, Faheem N.	Delaware		FAMEEN@SGWS.COM	0

Silver	100 - 149 credits
Gold	150 - 199 credits
Platinum	200 + credits

**Updated 06/07*

Calls to Action

- **Drive Volume to Close H1 Strong & Achieve Champions Club!**
- **On Premise: Drive Core Brands & Perfect Bar Execution**
- **100% KPI Execution**
- **Drive Innovation, LTOs & VAPs**
 - **Best in Class Truly Display Execution**

THANK YOU



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