

◆ INTRODUCING ◆



# PROPER TWELVE™

Nº

IRISH WHISKEY

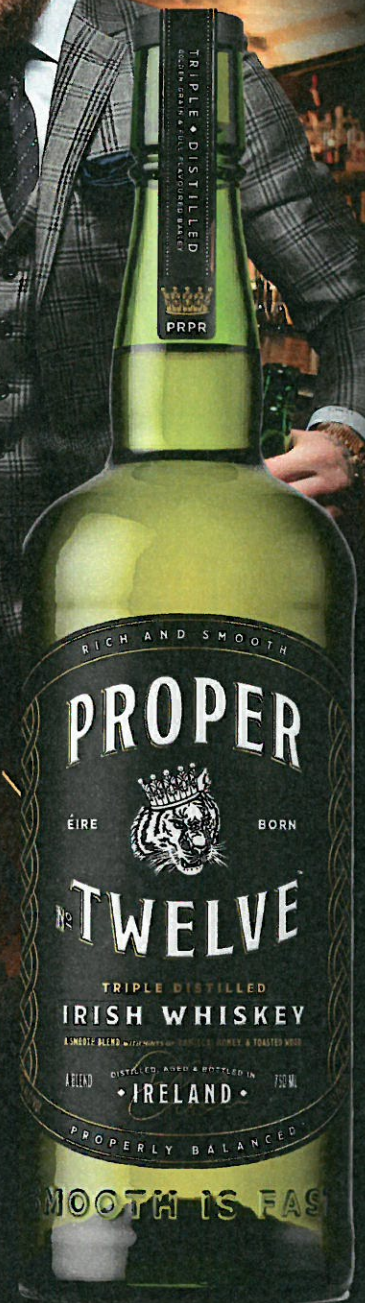
IRISH WHISKEY IS ON FIRE

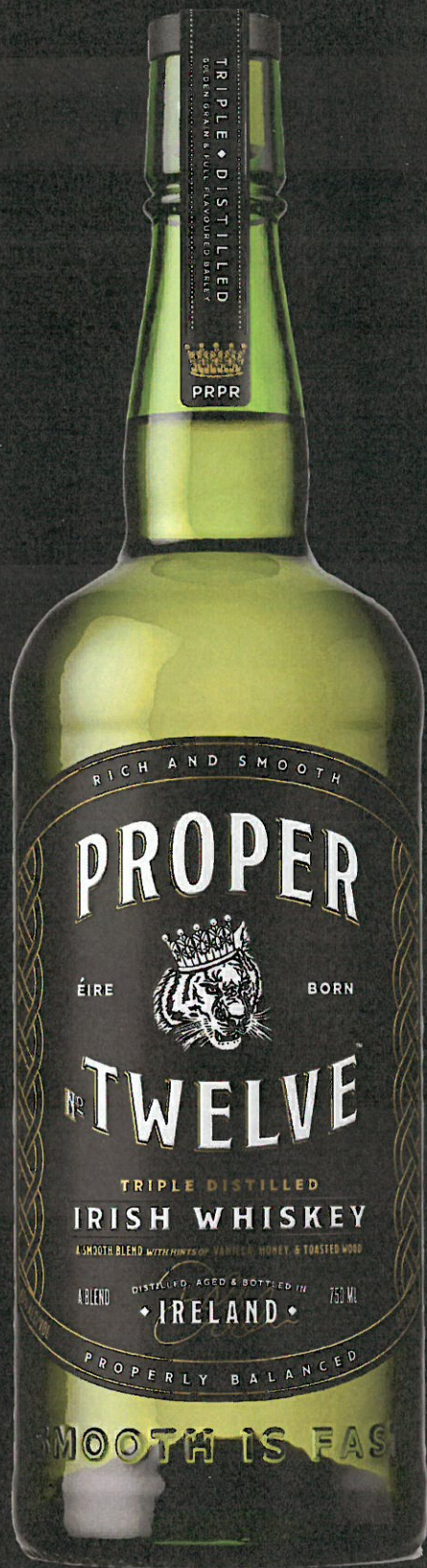
- Fastest growing spirits category\*
- +25% in last two years†

FROM CONOR MCGREGOR

- True Irishman
- Most Googled athlete in the world
- Appeals to core 21-34 consumer
- Aspirational and real
- Founder and majority shareholder;  
not an endorsement deal

CONOR MCGREGOR





- Inspired by the neighborhood and values of Conor's youth— district 12 in Dublin, Ireland
- Proper No. Twelve salutes the authentic Irish value of brotherhood
- Proper No. Twelve stays true to roots with a donation to first responders for every case sold
- Incredibly smooth, triple distilled
- Crafted from Ireland's finest grains and malts
- Hints of vanilla, honey-like sweetness, and toasted wood
- Multi-year investment of over \$30 million

SIZE	UPC	SCC	NABCA	CASE DIMENSIONS	PACK DIMENSIONS
750ML	811538-019569	2081153801-9563	120-15830-75	13.8" x 10.5" x 12.2"	12/CASE

PROPER NO. TWELVE BLENDED IRISH WHISKEY. 40% ALC./VOL. (80 PROOF).  
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[WWW.PROPERWHISKEY.COM](http://WWW.PROPERWHISKEY.COM)

ProperWhiskey