



INTRODUCING BLUE RIBBON WHISKEY

Jacob Best started something remarkable. His son in law Fredrick Pabst went on to make it infamous. Jacob as a courageous maker, founded a business that has continued to produce products for consumers since 1844. In its 175 years, the Pabst brand has become legendary through its unwavering presence in America.

As times change, people change, culture changes, and it's time for a new generation of fearless creators to evolve what Pabst is, why it exists and who it will be tomorrow. We love making beer but we will never stop following the lead of our founder and explore.

As legend has it, Jacob Best would have been making whiskey before beer in 1844. He set out to create an easy drinking whiskey that was better than the imports on the market. And he did create something amazing, but as history would show, it was beer not whiskey. So 175 years later we are following Jacob's lead and launching BLUE RIBBON WHISKEY. We have done our best to create an amazing mixable, drinkable and shareable white whiskey that can be mixed, shot or transformed into a cocktail. We created this white whiskey to be drunk not judged, just like our beer.



Our PBR drinkers enjoy Whiskey and Whiskey drinkers enjoy PBR. Whiskey's 36 million consumers are 36% more likely to purchase PBR than the average consumer.

(Nielsen Spectra Best Products Report)

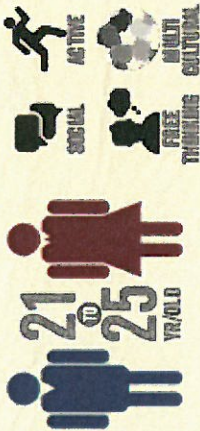




LAUNCH STRATEGY

Launching Summer 2019

TARGET



PRICE

Suggested Shelf Price \$25.99 Suggested Promotional Price \$20.99

PACKAGING / SKUS



INSIGHT

Pabst Blue Ribbon has a higher percentage of female drinkers vs beer category, and they are 67% more likely to drink whiskey than other premium beer brand (Coors Light, Miller Lite, Bud Light) drinkers.

RETAILER ASK & BENEFIT



Increase basket ring by cross-promoting Blue Ribbon Whiskey with Pabst Blue Ribbon Beer.

DISPLAYS: Prominent product display in front section of the store or in a power aisle near the beer cooler.

ON-SHELF: Display at eye level in the Whiskey section adjacent to the premium brands.

BRAND SUPPORT

- To inspire customers, we'll support Blue Ribbon Whiskey by targeting our highly engaged consumer base with:
- Influencer launches in Milwaukee, Seattle, Portland, Denver
 - Digital/social media support



OUR SIGNATURE DRINKS



MASH BILL

- 52% Corn
- 28% Malted Barley
- 17% Wheat
- 3% Rye
- 40% Alc./Vol. (80 Proof)



TASTING NOTES

APPEARANCE : Crystal Clear with no color at all.

AROMA: Aroma is breadly with hints of fresh rising dough.

FLAVOR/PALATE: Sweet cereal notes framed by orchard fruits. Apple and pear flavors are present along with the very soft and silky mouthfeel.

FINISH: This whiskey finishes smooth with a clean finish.

"Aged for 5 seconds."

"We made an unaged whiskey, but the TTB insisted that it has to be aged in order for it to be labelled whiskey. So we decided to age it for five seconds."

"It's the perfect amount of time to age it! 5 secs...any more means people have to wait too long, any less and it wouldn't be aged to perfection."

"We created this whiskey to be drunk, not judged, just like our beer."