

EACH BOTTLE CONTAINS
THIRTY PORTS OF CALL.



THE OPPORTUNITY

BOURBON
ACCOUNTS FOR
25%
OF TOTAL SPIRITS
GROWTH¹

JEFFERSON'S
BOURBON IS THE
SECOND
FASTEST GROWING ULTRA
PREMIUM BOURBON^{*2}

JEFFERSON'S OCEAN
IS OUTPACING THE
CATEGORY¹
1.5X

JEFFERSON'S OCEAN

Jefferson's Ocean Aged at Sea is fully matured in Kentucky, then placed in rickhouses on ships to travel the globe which hyper-ages the bourbon. The constant agitation, weather conditions and sea-salt air impart a flavor like no other bourbon on the market. An overview of each voyage is communicated on the bottle necker giving insight into the journey and how the bourbon was affected.

THE VOYAGE

Each **Jefferson's Ocean** travels the world's oceans for at least **6 months**, stopping in **30 ports** touching **5 continents** and crossing the equator **4 times**.

DRINK STRATEGY



JEFFERSON'S OCEAN MANHATTAN

2.5 parts Jefferson's Ocean
1 part sweet vermouth
2 dashes Angostura bitters
Maraschino cherry garnish



JEFFERSON'S OCEAN

Neat or on the Rocks



JEFFERSON'S OCEAN OLD FASHIONED

2 parts Jefferson's Ocean
.5 parts simple syrup
2 dashes Angostura bitters
Orange peel garnish

TASTING NOTES

NOSE

Fresh ginger and a slight salty/saline note. Really very complex which is a testament to the lightness of the nose.

TASTE

Complex, influences of sweet and savory. Chocolate salted caramel milk chocolate, tropical fruits like pineapple and guava.

FINISH

Delicate and warm with a return of vanilla, cream and toast.

PRODUCT INFORMATION

BRAND / PROOF

JEFF OCN AGD 90 6 / 750 US

Btls per Cs

6

UPC

814794010646

SCC

10814794010643

RSP

\$79.99



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1. Nielsen, Total US- XAOC + Liquor Plus, L52wks week ending 11.30.19

2. Nielsen, Total US- XAOC + Liquor Plus, *FISCAL 2016 MONTHLY ENDING JUN1816.4 and FISCAL 2019 MONTHLY ENDING JUN1519.4

*within the Top 10 brands when looking at a 3 year growth.

PLEASE SIP RESPONSIBLY.

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