



JAMESON® SUMMER ON PREMISE

JAMESON'S #1 GROWTH OPPORTUNITY
TO RECRUIT NEW CONSUMERS WITH
JAMESON + GINGER & LIME!

OBJECTIVE: WIN MENU AND FEATURES WITH JAMESON MIXED DRINKS

- ✓ Continue to expand distribution for the Jameson family (1. Original, 2. Cold Brew, 3. Black Barrel, 4. Caskmates)
- ✓ Secure menu placements & features for Jameson Ginger & Lime and other signature serves during the summer months
- ✓ Increase in bar visibility & evolve programming using new L3F tools
- ✓ Equip customers with digital assets to win on social channels
- ✓ Drive Original & Cold Brew promotion and menu placements during summer months

KEY ELEMENTS DRIVING JAMESON GINGER AND LIME

Media: Full media campaign including E-comm/digital focused support tools

POS: Refreshing full suite of summer POS tools

Sweepstakes: Yeti cooler backpack sweeps over 15 legendary weekends (5/18- 8/15)

REASONS TO BELIEVE

JAMESON IS
OUTPACING NAW +
IRISH WHISKEY
CATEGORY VOLUME
GROWTH BY **1.4x**¹

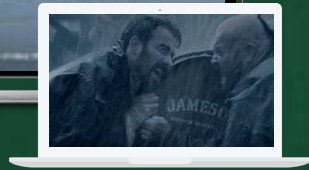

JAMESON OVER
DELIVERS ON LIFT WHEN
ON FEATURE & DISPLAY
VS JACK & CROWN²

JAMESON IS THE
#3
WHISKEY BRAND IN
DOLLAR VALUE IN THE
US³

JAMESON®

SUMMER OFF PREMISE

BIGGEST EVER JAMESON SPEND DURING SUMMER WITH COVERAGE FROM MEMORIAL DAY TO LABOR DAY!



LEGENDARY TALES ASSET BACK ON AIR!

NEW THIRST-QUENCHING VERSATILITY
ASSETS SHOWCASING KEY SERVES ACROSS
DIGITAL, ECOMM & SOCIAL

JAMESON ORIGINAL IN STORE TOOLS



Full paper suite:

- Poster
- Coaster
- Table Tent



Patio Umbrella



A-Frame
Chalkboard



Tabletop
Chalkboard



Mason Jar



Neon



Wearables



Sunglasses

*All assets on [DAM](#)

JAMESON COLD BREW IN STORE TOOLS



Full paper suite:

- Poster
- Coaster
- Table Tent



Coasters



Cups



Popsocket



Chalkboard



T-Shirts

*All assets on [DAM](#)

ON PREMISE RETAIL STANDARDS



Neighborhood/ Irish Pub/ Sports Bar – Mainstream

- Core 5: Original, Cold Brew, Black Barrel, Caskmates

Casual Dining – Mainstream

- Core 5: Original, Cold Brew, Caskmates, Black Barrel

Fine Dining – Premium

- Core 5 + High Marques: Original, Cold Brew, Caskmates, Black Barrel, 18-Year-Old

DRINK STRATEGY

Original	Cold Brew	IPA Edition	Stout Edition	Black Barrel
<ul style="list-style-type: none"> • Jameson, Ginger & Lime • Jameson, Soda & Lemon 	<ul style="list-style-type: none"> • Cold Brew & Cola • Cold Brewtini 	<ul style="list-style-type: none"> • IPA Shandy • IPA Beer Pairing 	<ul style="list-style-type: none"> • Stout & Soda • Stout Beer Pairing 	<ul style="list-style-type: none"> • Old Fashioned