

**TULLAMORE**  
ESTD D.E.W. 1829  
IRISH WHISKEY

## TULLAMORE D.E.W. IS ONE OF THE BEST KNOWN AND LOVED IRISH WHISKEYS IN THE WORLD.

Founded in 1829 in the town of Tullamore and inspired by early owner Daniel E. Williams whose initials live on each bottle to this day.

As the world's second largest Irish whiskey we pride ourselves on our exceptional liquid quality. The original triple blend of malt whiskey, grain whiskey and pot still whiskey, these three spirits come together to create an unrivaled taste and character like no other in the category.

### WHAT MAKES TULLY DIFFERENT?



**Triple  
DISTILLED**  
FOR SMOOTHNESS



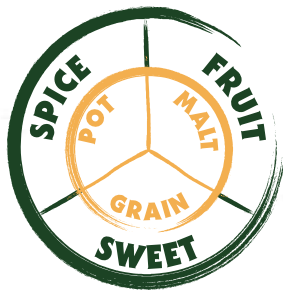
**Triple Cask  
MATURED**  
FOR DEPTH & BALANCE



GRAIN, MALT & POT STILL  
**Triple  
BLENDED**  
FOR CHARACTER

### THE ORIGINAL BLEND OF THREE GREAT WHISKEYS FROM IRELAND

THE BEAUTY OF OUR BLEND IS IT'S  
THE PERFECT BALANCE OF  
ALL THREE FLAVOURS



MEANING IT TASTES GREAT ON ITS OWN  
.... OR WITH A TWIST THAT  
ACCENTUATES BASE FLAVORS



**NEAT | ON THE ROCKS | TULLY & GINGER**

PAIR WITH A BEER OF YOUR CHOICE TO UNLOCK THE  
**COMPLEMENTARY FLAVOURS IN BOTH**



#### STOUT

Coffee or chocolatey taste  
tends to bring out the  
spice of Tullamore DEW



#### IPA

An IPA with it's zesty fruit  
and floral finish brings out  
the lighter citrus notes of  
Tullamore DEW



#### BLONDE / PILSNER

The low bitterness of a  
blonde / pilsner is perfect  
to pair with the vanilla  
notes of Tullamore DEW





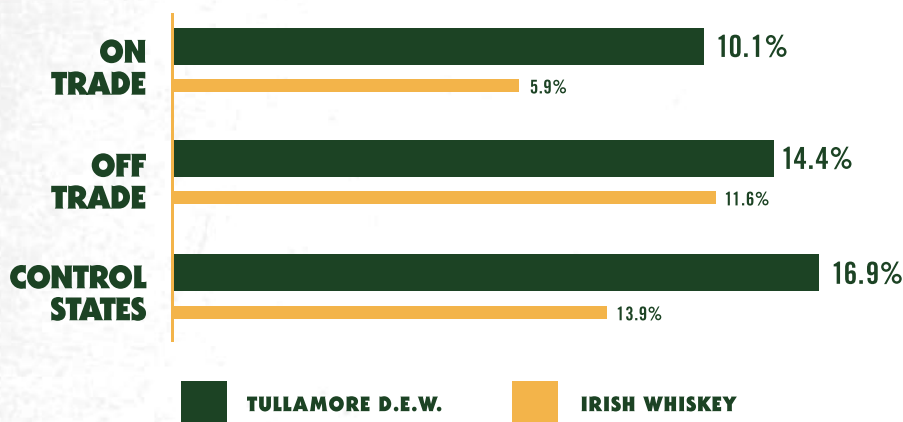
# WHY CARRY A SECOND IRISH?

# #2

## TULLAMORE D.E.W. IS THE CLEAR #2 IRISH WHISKEY BRAND IN THE US AND WORLDWIDE

Irish whiskey is the fastest growing spirits category in the US and is forecast to double again over the next 5 years. The category is now considerably large enough to command two brands, with Tullamore DEW the choice for consumers looking to navigate the Irish whiskey category.

## TULLY IS OUTPERFORMING THE CATEGORY AND COMPETITION IN EVERY CHANNEL



\*CGA & NIELSEN MR 52 WEEK AS OF 1/12/19 NABCA MR 12 MONTHS AS OF 1/12/19



Carrying two Irish brands allows an incremental profit opportunity by recruiting new consumers at different price features to established brands



# 8%

TULLAMORE D.E.W.

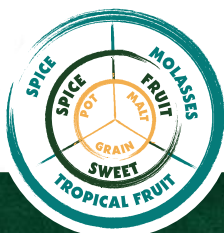
# 3.3%

25 OTHER BRANDS

Tullamore D.E.W. commands 8% share of the premium Irish whiskey category\* almost 3 times the size of the other 25 challenger brands combined

\*Nielsen brands registering average unit price between \$19 - \$30  
\*\*Data read Nielsen Latest 52 Weeks W/E 12/01/18

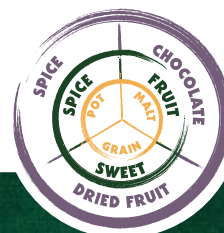
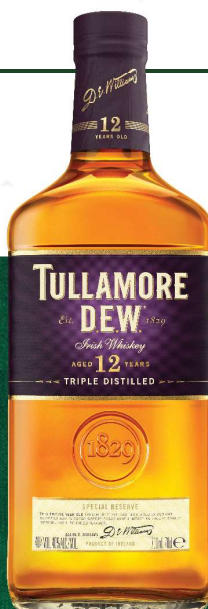
## OUR RANGE



### XO CARIBBEAN RUM CASK

'POSITION IT AS A 'RUM' WITH WHISKEY CREDENTIALS'  
Our signature liquid finished in ex-demerara rum casks to impart sweet tropical fruit flavours

**3XDISTILLED 3XMATURED 3XBLENDED**  
EX-DEMERERA RUM CASK FINISH



### 12 YO SPANISH SHERRY CASK

'THE CHAMPION OF BLENDED IRISH WHISKEY'  
Our signature liquid aged 12 years for extra depth & character that embodies the best of Irish Whiskey

**3XDISTILLED 3XMATURED 3XBLENDED**  
AGED 12 YEARS WITH HIGHER POT STILL IN BLEND  
EX-OLOROSO SHERRY CASK FINISH