

## INTRODUCING

# PROPER No. TWELVE IRISH APPLE

## PROGRAM OVERVIEW

Conor McGregor and our Master Distiller set out to craft something flavorful that stays true to their Irish roots.

Proper Irish Apple is a delicious blend of award-winning Proper No. Twelve Irish Whiskey with natural apple flavor, resulting in liquid gold that's smooth to the core with a crisp, fresh Irish apple finish. This St. Patrick's Day, take pride in being Irish to the Core with new Proper No. Twelve Irish Apple.

In honor of this release, consumers can enter for a chance to win a trip to the Big Apple to celebrate St. Patrick's Day in style. For every bottle sold, we are proud to donate to first responders!

## THE APPLE CATEGORY IS RIPE FOR DISRUPTION



During St. Patrick's Day, Proper No. Twelve was up 13.3%, outgrowing the rest of the category\*



Since its launch in 2018, Proper No. 12 has posted a greater \$ % change than the other leading Irish Whiskey brands combined and is now the #3 Irish Whiskey overall\*\*



Apple is the #2 Whiskey Flavor by volume, and in testing among whiskey drinkers, the #1 preferred flavor



## BY THE NUMBERS

\$9MM MEDIA AMPLIFICATION  
TO PROMOTE **Irish to the Core:**  
**360° Programming**

Apple Whiskey represents **3% of the total whiskey category** and is seeing growth YOY

**Total Apple Whiskey grew +3.9%** in 2021 And has a projected +17.2% 2Year CAGR

## TRADE IMPACT

Thematic POS that is scalable for different retailer footprints, double-sided when possible, to focus on both St. Patrick's Day as well as evergreen activations

**Drives traffic to retail with large media investment**

Sampling investment to help drive velocity in-store

**Allocating fair share of shelf space provides incrementality to the whiskey category**

# LEVERAGE ENGAGING POS AT RETAIL

## HOW IT WORKS



- 1 Thematic POS display with QR code to enter sweepstakes for a chance to win
- 2 Scan QR code with phone
- 3 Microsite to enter for a chance to win

PERMANENT 3 CASE WEIGHT RACK



1 CASE



3-CASE CORRUGATE RACK



MASS DISPLAY



SLO/DEALER LOADER



STANDEE



SIZE	SRP	UPC	SCC	ITEM CODE	NABCA	ABV	PROOF	CASE DIMS	PACK DIMS	BOTTLE DIMENSIONS	PALLET DIMS	PALLET CONF	BOTTLES PER CS	ORIGIN
50ml	\$34.99 TP (12 Pack) \$2.99 Loose	8188 4402 4980	44818 84402 4984	W7303 88	401- 66099 -05	35%	70 Proof	14.7"L 8.2"W 9.4"H	5.2"L 3.9"W 1.6"H	1.3"W 4.4"H	47.2" L 39.4" W 62.6" H	Cases/Tier: 14 Tiers: 6 Cases/Pallet: 84	120 bottle s/case  12pk cluster s 10/c ase	IRE
750 ml	\$24.99	8188 4402 4355	20818 84402 4359	W7303 86	401- 66097 -75	35%	70 Proof	13.9" L 10.4" W 12.5" H	NA	3.3" W 12.1"H	47.2" L 39.4" W 55.8" H	Cases/Tier: 11 Tiers: 4 Cases/Pallet: 44	12 bottle s/case	IRE
1L	\$31.99	8188 4402 4362	10818 84402 4369	W7303 87	401- 66098 -10	35%	70 Proof	10.9" L 7.3" W 13.2" H	NA	3.5"W 12.6"H	47.2" L 39.4" W 59.8" H	Cases/Tier: 20 Tiers: 4 Cases/Pallet: 80	6 bottle s/case	IRE

## UPC CODE



## SCC CODE



50ML



750ML



1L

\*2021 Nielsen IQ

\*\*2021 NielsenIQ, Total USxAOC+Liquor+Conv, w/e 1/2/22

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