

GRIND[®]



Grind is an invigorating espresso infused spirit crafted from a medium-roasted Colombian Arabica bean blend and smooth Caribbean rum

Overview

More Americans choose to drink coffee every day, more than any other beverage. ²

Gen Zs preference for cold and sweet coffee drinks will reshape the coffee market. ³

Flavored spirits growth is outpacing total spirits growth, +15% vs +9% respectively ⁴

Coffee is a top 10 spirits flavor (#9 flavor in flavored spirits and #5 flavor in flavored cordials) ⁵

Key Features

White Space Opportunity: The current coffee spirits landscape misses the shot occasion with LDA+ consumers

Sazerac purchased Grind in 2018 and has since seen double digit growth; Grind total volume is up +41% ¹

Grind is an espresso infused spirit authentically crafted from a Colombian Arabica coffee bean blend.

- Flavors: Grind Double Espresso
- Sizes: 50mLs and 750mLs

Packout: 120 bottles per case / 12 bottles per case

- Pricing: \$0.99 / Line Price 750mLs to Fireball
- 30% ABV • 60 Proof

• Ship Date: November 2022 • Ship Points: Lewiston

Retailer Benefits

- Grind has an approachable price point that will bring younger consumers into the category.
- Grind attracts coffee buyers, leading to an increased basket ring as consumers top off their coffee with Grind flavors
- Grind merchandising solutions create break-through counter and in-store displays, driving impulse and incremental purchases¹

Distribution Priorities

1. 750mL
2. 1L
3. 50mL

Merchandising Guidelines

EQUITY SIZES

- Eye level shelf placement with primary adjacency to Fireball and secondary adjacency to Kahlua.



In-Market Activation

- Breakthrough point-of-sale merchandising
- In-store signage
- Sampling



Wire Shelf Extender

50mL Corrugate Dispenser



10pk Pop-up Bin



SMALL FORMAT SIZES

- 50ml counter displays on counter with pricing
- Visibility on and/or behind counter with adjacency to Fireball



Small Format Counter

Product Details

ITEM	GRIND DOUBLE ESPRESSO
SIZE	50ML
Item Number	1101628
UPC Code:	
SIZE	750ML
Item Number	1101627
UPC Code:	

COMING SOON.... MOCHA & CARAMEL

Mocha & Caramel are top flavors in coffee RTDs and spirits categories!

