

JAMESON ORANGE



Tapping into the fastest growing whiskey segment, Jameson Orange is outperforming the competition and capturing new consumers & occasions

1 in 3 Jameson Orange drinkers are new to the whiskey category overall

#1 NON-RTD INNOVATION

Orange outperformed all new non-RTD innovations in any spirits category in both IABCA and Nielsen

BRINGING IN NEW CONSUMERS

- 77% of Jameson Orange shoppers are new to Jameson brand
- Over-indexes with female drinkers vs other Jameson SKUs
- Leading US retailer reports nearly 30% of buyers NEW to spirits overall.

HIGH MEDIA INVESTMENT

We are BACKING Orange with large media spends AND year-round program support

2022
IMPACT
HOT BRAND AWARDS

Spirits & Wine Hot Brand Award winner 2022

ESTD 1780

JAMESON
ORANGE

JAMESON IRISH WHISKEY WITH NATURAL ORANGE FLAVORS

PRODUCT OF IRELAND

IRISH WHISKEY WITH NATURAL ZESTY ORANGE FLAVOR

1780



Triple Distilled Jameson Whiskey Smoothness



Natural Zesty Orange Flavor



30% ABV



Line-Priced to Original

Delivering a Standout
Perfectly Balanced
Taste Experience

