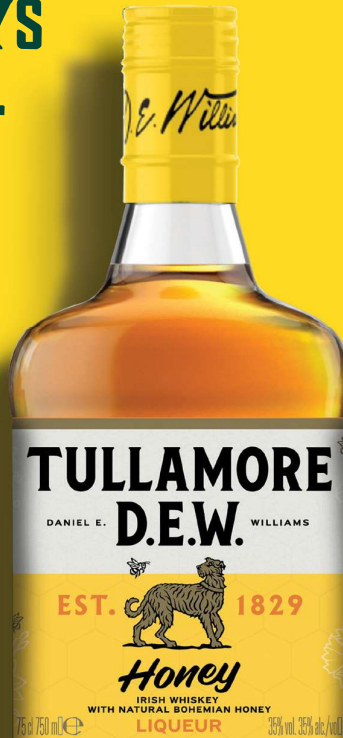




TULLAMORE D.E.W.[®]

FLAVORED WHISKEYS GROWTH IS ON FIRE.

Flavored is growing 1.5x the rate of non-flavored whiskeys (2020 -2025, IWSR). Our delicious Tullamore D.E.W. Honey is the perfect blend of Tullamore D.E.W. Original and delicious natural honey and is already driving strong growth in the markets where it has launched.

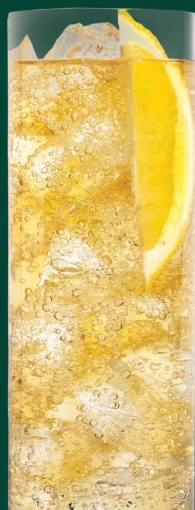


OPPORTUNITY TO RECRUIT YOUNGER CONSUMERS.

25 – 35 YO consumers tend to have a sweeter taste profile with a less sophisticated knowledge of whiskey overall. This consumer is also increasingly showing a desire for lower ABV products. At 35% ABV Tullamore D.E.W. Honey provides the perfect opportunity to recruit this younger drinker with its accessible and delicious taste enhanced by the natural honey.

Tullamore D.E.W. Honey is a blend of award-winning Irish whiskey with natural Bohemian honey creating a liquid that has all the depth and character of Tullamore D.E.W. Original with an added touch of warmth and sweetness.

Every sip of this delicious liquid brings you luscious hints of vanilla, caramel and honey with just the right touch of sweetness - we have a trophy cabinet and the market performance to prove Tullamore D.E.W. Honey is liquid gold.



REFRESHINGLY SIMPLE PERFECT SERVE: THE TULLY HONEY HIGHBALL

Tullamore D.E.W. Honey is delicious when served with Sprite[®], 7UP[®] or club soda and a wedge of lemon.

Recipe:

- 2 parts Tullamore D.E.W. Honey
- 4 parts lemonade (7UP[®]/Sprite[®]/club soda)
- Fresh cubed ice
- Wedge of lemon



WHY STOCK TULLAMORE D.E.W. HONEY?



FLAVORS ARE DRIVING CATEGORY GROWTH

- From 2017 to 2022, growth of flavored whiskey (+11%) has outpaced that of unflavored whiskey (+3%). In fact, flavored whiskey now commands over a fifth of the whiskey segment in the U.S (IWSR)
- Irish Flavored Whiskey future CAGR growth 13% outpacing US Whiskey future CAGR growth +4.1% (IWSR 2023 – 2027)
- US Whiskey CAGR growth 4.1% (IWSR 2023 – 2027)



FLAVORS ATTRACT NEW DRINKERS

- Honey flavored segment is expected to dominate the global flavored whiskey market (Source: Future Market Insights)
- Over half of all flavored whiskey drinkers are new to the overall category
- The flavored whiskey consumer is younger, more female, and more multicultural than the typical whiskey consumer. (Source: Market Watch Magazine)



AWARD-WINNING LIQUID

- Tullamore D.E.W. Honey is an award-winning liqueur winning 1 Gold Award at the 2021 Liqueur Masters
- 2 Gold Awards in 2022 (Global Liqueur Masters and World Liqueur Awards.)
- It's driving strong growth in the markets where it has already launched (i.e. Germany, Poland, Czech).

NEW ATTENTION-GRABBING COMMUNICATIONS:



TULLAMORE D.E.W.®

www.tullamoredew.com