

# JACK DANIEL'S TENNESSEE HONEY LEMONADE CANNED COCKTAIL



Real Jack Daniel's Tennessee Whiskey, Honey, and Lemonade perfectly mixed at 7% ABV. The warmth of honey, sweet tang of lemonade, and Jack Daniel's Tennessee Whiskey come together in perfect harmony, creating an easy-to-drink, smooth, balanced and refreshing Jack Daniel's Tennessee Honey Lemonade whiskey cocktail.

HINTS OF FRESH CITRUS & WARM HONEY



## RTD CONSUMERS ARE LOOKING FOR:

### TRUSTED BRANDS

Jack Daniel's Tennessee Honey Lemonade is apart of the loyal JD family of brands

### COCKTAIL CONVENIENCE

Best served cold, straight from the can or over ice, and always in good company

### TASTE & REFRESHMENT

85% of those aware of JD whiskey RTDs are interested in trying other flavors from the brand

# SELLING FACTS & MERCHANDISING GUIDANCE



EXPECTED TO GROW TO

**14%**

VOLUME SHARE OF TOTAL BEV-ALC BY



**2026**

CONSUMED BY **MALE & FEMALE** DRINKERS

Gen Z being the largest consumer base



**ENJOYED AT HOME**

BUT ALSO GROWING CONSUMPTION ON-PREMISE

## RTDS ARE BIG BUSINESS

## MERCHANDISING OFF & ON PREMISE

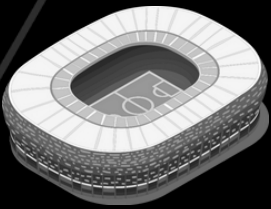


LOCATION PRIORITIZATION:

1) Cold box, 2) Standalone Displays in RTD/Beer Section, 3) RTD Warm Shelf

SHELF PLACEMENT:

Prioritize the 'sign-post' position on warm shelf and in cold box, with 4-5 facings adjacent to Crown Royal at eye level, 2 boxes high; also include single serve option in the cold box (at eye level near the handle)



Look to beer spaces to drive incremental JD presence in ready-to-drink service spaces: beer tubs, hawkers, fridges, self-service. Extend JD sponsorships to whiskey RTDs. Channel priorities include: venues, events, beverage/golf carts, to-go + patios.



Can UPC



4 Pack UPC



JACK DANIEL'S  
**MAKE IT COUNT**

SRP: \$12.99/ 4 pack  
\$3.99/ single can  
ALC/VOL: 7% ABV (all SKUs)  
6 x 4pk x 12oz cans (packed in a tray)