

TWO LEGENDS. ONE CAN.



READY TO DRINKS ARE BIG BUSINESS

EXPECTED TO GROW TO
14% VOLUME SHARE
OF TOTAL BEV-ALC



STEALING SHARE FROM THE BEER CATEGORY ¹



ENJOYED AT HOME
BUT ALSO GROWING CONSUMPTION ON-PREM ⁷



RTD CONSUMERS ARE LOOKING FOR:

TRUSTED BRANDS:

No. 1

SPIRITS AND SOFT DRINK
TRADEMARKS GLOBALLY ²



COCKTAIL CONVENIENCE:

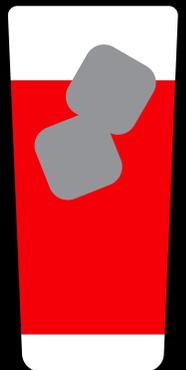
50% OF JACK IS ALREADY
ENJOYED WITH COKE ³



TASTE & REFRESHMENT:

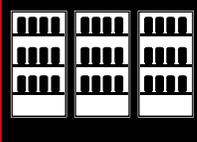
No. 1

BRANDED
BAR CALL
IN THE U.S. ⁶



SHOPPERS ALREADY KNOW US. AND HERE'S WHERE SHOPPERS WILL EXPECT TO FIND US IN YOUR STORE.

THE COLD BOX ON THE DOOR HANDLE

+70% 

OF RTD SALES ARE
OUT OF THE COLD BOX⁴

THE WARM SHELF ANCHORED BY OUR TRUSTED BRANDS



72% OF SHOPPERS WALK AWAY WITHOUT
PURCHASING DUE TO CONFUSION AT RTD SHELF⁶

STANDALONE DISPLAY IN THE RTD/BEER SECTION



JACK DANIEL'S RTD
AND FULL-STRENGTH
SHOPPERS ARE TWO
DIFFERENT CONSUMERS⁵

ON-PREMISE FAST SERVE LOCATIONS



- VENUES
- EVENTS
- BEVERAGE CARTS
- HOTEL GRAB AND GO
- PATIOS⁷



Can UPC



4 Pack UPC



Can UPC



4 Pack UPC



Can UPC



4 Pack UPC



Can UPC



4 Pack UPC

⁴Internal Data Source

⁵Numerator

⁶VideoMining RTD/Beyond Beer MegaStudy 2022

⁷IWSR RTD Strategic Study 2022 U.S

Please Drink Responsibly

Whiskey Specialty, 7% ABV, Jack Daniel Distillery, Lynchburg, TN.

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