

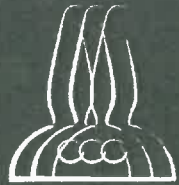
TULLAMORE
ESTD **D.E.W.** 1829
IRISH WHISKEY

TULLAMORE D.E.W. IS ONE OF THE BEST KNOWN AND LOVED IRISH WHISKEYS IN THE WORLD.

Founded in 1829 in the town of Tullamore and inspired by early owner Daniel E. Williams whose initials live on each bottle to this day.

As the world's second largest Irish whiskey we pride ourselves on our exceptional liquid quality. The original triple blend of malt whiskey, grain whiskey and pot still whiskey, these three spirits come together to create an unrivaled taste and character like no other in the category.

WHAT MAKES TULLY DIFFERENT?



Triple DISTILLED
FOR SMOOTHNESS



Triple Cask MATURED
FOR DEPTH & BALANCE



GRAIN, MALT & POT STILL
Triple BLENDED
FOR CHARACTER

THE ORIGINAL BLEND OF THREE GREAT WHISKEYS FROM IRELAND

THE BEAUTY OF OUR BLEND IS IT'S THE PERFECT BALANCE OF ALL THREE FLAVOURS



MEANING IT TASTES GREAT ON ITS OWN OR WITH A TWIST THAT ACCENTUATES BASE FLAVORS



NEAT | ON THE ROCKS | TULLY & GINGER

PAIR WITH A BEER OF YOUR CHOICE TO UNLOCK THE COMPLEMENTARY FLAVOURS IN BOTH



STOUT
Coffee or chocolatey taste tends to bring out the spice of Tullamore DEW



IPA
An IPA with it's zesty fruit and floral finish brings out the lighter citrus notes of Tullamore DEW



BLONDE / PILSNER
The low bitterness of a blonde / pilsner is perfect to pair with the vanilla notes of Tullamore DEW



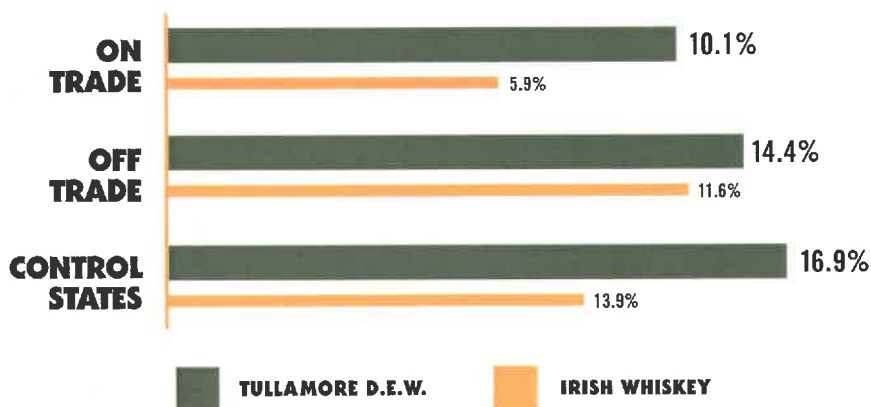
WHY CARRY A SECOND IRISH?

#2

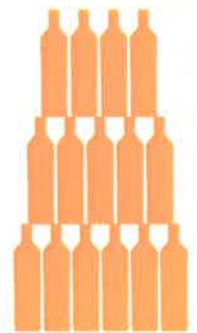
TULLAMORE D.E.W. IS THE CLEAR #2 IRISH WHISKEY BRAND IN THE US AND WORLDWIDE

Irish whiskey is the fastest growing spirits category in the US and is forecast to double again over the next 5 years. The category is now considerably large enough to command two brands, with Tullamore DEW the choice for consumers looking to navigate the Irish whiskey category.

TULLY IS OUTPERFORMING THE CATEGORY AND COMPETITION IN EVERY CHANNEL



*CGA & NIELSEN MR 52 WEEK AS OF 1/12/19 NABCA MR 12 MONTHS AS OF 1/12/19



8%

TULLAMORE D.E.W.

3.3%

25 OTHER BRANDS

Tullamore D.E.W. commands 8% share of the premium Irish whiskey category* almost 3 times the size of the other 25 challenger brands combined

*Nielsen brands registering average unit price between \$19 - \$30
**Data read Nielsen Latest 52 Weeks W/E 12/01/18



Carrying two Irish brands allows an incremental profit opportunity by recruiting new consumers at different price features to established brands

OUR RANGE



XO CARRIBEAN RUM CASK

'POSITION IT AS A 'RUM' WITH WHISKEY CREDENTIALS'
Our signature liquid finished in ex-demerara rum casks to impart sweet tropical fruit flavours

3XDISTILLED 3XMATURED 3XBLENDED
EX-DEMERERA RUM CASK FINISH



12 YO SPANISH SHERRY CASK

'THE CHAMPION OF BLENDED IRISH WHISKEY'
Our signature liquid aged 12 years for extra depth & character that embodies the best of Irish Whiskey

3XDISTILLED 3XMATURED 3XBLENDED
AGED 12 YEARS WITH HIGHER POT STILL IN BLEND
EX-OLOROSO SHERRY CASK FINISH