



# JACK & GINGER ALE CANNED COCKTAILS

## NEW, BUT ALREADY A CLASSIC

Real Jack Daniel's Tennessee Whiskey and **Ginger Ale** perfectly mixed at 7% ABV. The refreshing taste of Ginger Ale and Jack Daniel's Tennessee Whiskey come together in perfect harmony, creating an **easy-to-drink, smooth, and balanced** Jack Daniel's Tennessee Whiskey cocktail. A crisp canned cocktail with notes of tangy ginger highlighted by Jack Daniel's Tennessee Whiskey.

RTDS ARE BIG

BUSINESS →

EXPECTED TO GROW TO

**14%**

VOLUME SHARE OF TOTAL BEV-ALC BY



**2026**

WHISKEY IS EXPECTED TO BE RESPONSIBLE FOR

**18%**

OF OVERALL SPIRIT RTD GROWTH

### JACK & GINGER ALE CANNED COCKTAILS DELIVER ON KEY CONSUMER PURCHASE DRIVERS:

**TRUSTED BRAND**

Jack Daniel's is the #1 Global Premium Spirit Brand and has over 1/3 share of the growing American Whiskey Category

**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 RTDs are interested in trying other flavors from the brand



A PERFECT FUSION OF BOLD GINGER AND SMOOTH JD TENNESSEE WHISKEY



# SELLING FACTS & MERCHANDISING GUIDANCE

JACK DANIEL'S RTDS HAVE MINIMAL OVERLAP WITH JD FULL PROOF WHISKEY, BRINGING INCREMENTAL CONSUMERS TO THE JACK FAMILY OF BRANDS

**79.4%**

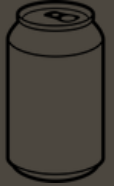
purchase ONLY JDFOB Whiskeys

**17.1%**

purchase ONLY JD RTDs

**3.6% OVERLAP**

JACK & GINGER ALE CANNED COCKTAILS SCORED BETTER IN LIQUID TESTING THAN THE LEADING WHISKEY & GINGER RTD COMPETITOR:



Overall Opinion <i>(Mean/9)</i>	7.4	✓	6.6
Purchase Intent <i>(%T2B)</i>	71%	✓	53%
New & Different <i>(%T2B)</i>	63%	✓	49%

## MERCHANDISING PRIORITIES



### OFF-PREMISE KEY PRIORITIES:

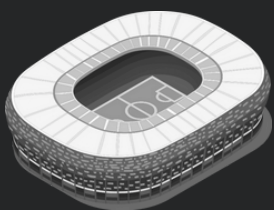
1) Cold box, 2) Standalone Displays in RTD/Beer Section, 3) RTD Warm Shelf

### SHELF PLACEMENT:

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

### ON-PREMISE KEY PRIORITIES:

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.



Sources: IWSR RTD Strategic Study 2022 U.S., MMR Study, Jack & Ginger RTD, June 2023



Can UPC



4PK UPC

