

# THE GLENLIVET CARIBBEAN RESERVE

## SINGLE MALT WITH A BOLD, TROPICAL TWIST

To create whisky with a tropical feel, our makers finished a portion of our smooth whisky in barrels that previously held Caribbean rum. The result is a well balanced and exceptionally smooth whisky.



### CATEGORY OPPORTUNITY

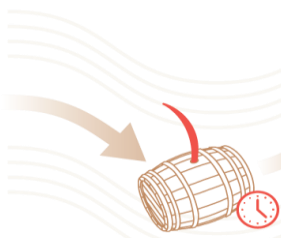
INNOVATION IS DRIVING  
**80%**  
OF SINGLE MALT GROWTH<sup>1</sup>

**60%**  
OF TOTAL SINGLE MALT GROWTH IS DRIVEN BY  
HIGHER MARQUES AND UNIQUE FINISHES<sup>1</sup>

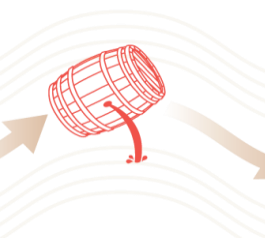
### THE PROCESS



**STEP 1**  
RUM LIQUID IS SHIPPED  
FROM THE CARIBBEAN  
TO SCOTLAND



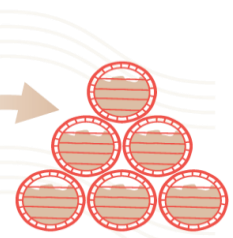
**STEP 2**  
THE GLENLIVET  
OAK BARRELS ARE  
SEASONED WITH RUM



**STEP 3**  
RUM IS EMPTIED  
FROM SEASONED  
OAK BARRELS



**STEP 4**  
BARRELS ARE REFILLED  
WITH THE GLENLIVET TO  
ADD A SUBTLE RUM FINISH



**STEP 5**  
THE GLENLIVET  
CARIBBEAN RESERVE

### TASTE PROFILE

#### NOSE

Sweet notes of pear and red apple meet a fabulous tropical twist of ripe bananas in syrup

#### TASTE

Rich caramel toffee notes are followed by mandarin orange, vanilla and honeydew melon

#### FINISH

Well balanced and exceptionally smooth



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## DRINK STRATEGY

VISIT US AT [THEGLENLIVET.COM](http://THEGLENLIVET.COM) TO VIEW MORE SERVES AND MIXES WITH CARIBBEAN RESERVE

### COCO BREEZE

1 ½ part Caribbean Reserve  
2 parts Coconut water  
Garnish with orange twist

### CARIBBEAN MAI TAI

1 ½ part Caribbean Reserve  
¾ part Lime juice  
½ part Orgeat syrup  
½ part Triple sec  
Garnish with mint and orange slice

## IN-STORE

AMPLIFY THE CONSUMER EXPERIENCE WITH AN IN STORE SAMPLING WITH THE GLENLIVET CUSTOM LABEL STATION TO DRIVE BUSINESS DURING KEY GIFTING PERIODS.



Label Station Support Tools  
(availability may vary by market)

- Custom labels
- iPad, portable printer, hot spot
- Branded gift bags
- Paper Source greeting cards



## DIGITAL TOOLS

ALL DIGITAL TOOLS AVAILABLE TO DOWNLOAD ON DAM



DIGITAL BANNERS



PRODUCT VIDEOS



COCKTAIL VIDEOS



LIFESTYLE STILL



BRAND AMBASSADOR COCKTAIL VIDEOS

## DISPLAY POS

CARIBBEAN RESERVE IS FEATURED IN ALL F21 PROGRAMS, BUT WITH EMPHASIS IN GIFTING, MOTHER'S DAY, SCOTCH & SUMMER & ALWAYS ON. ALL ASSETS AVAILABLE ON DAM



CASE CARD\* & MINI CASE CARD\*



PORTFOLIO CASE CARD\*



50ML / 375ML COUNTER UNITS



3-CASE RACK



1-CASE BIN



PORTFOLIO 1-CASE BIN\*



SHELF VIOLATOR



EDUCATION BOOKLET



SHELF CARD\*

\*POS ALSO AVAILABLE IN SPANISH

## OFF-PREMISE RETAIL STANDARDS

### DISTRIBUTION PRIORITIES

1) 12YO 750ml 2) Caribbean Reserve 750ml 3) 14YO 750ml 4) Founder's Reserve 750ml 5) 15YO 750ml 6) 18YO 750ml 7) 12YO 1.75L, 375ml, 1L, 50ml 8) Caribbean Reserve 1L, 375ml, 50ml 9) Founder's Reserve 1.75L, 375ml, 1L, 50ml 10) 14YO 1L, 375ml, 50ml 11) Nàdurra marques 750ml, 12) 21YO 750ml 13) 25YO 750ml

### SHELF MANAGEMENT

- **SHELF LOCATION:** Caribbean Reserve, Founder's Reserve, 12YO & 14YO at eye level, higher marques above
- **ADJACENCIES:** Glenfiddich to the left. The Macallan to the right

### DISPLAY EXECUTION

- The Glenlivet to have more cases on display than any other single malt. The Glenlivet 12YO to be hero of display
- Secure standalone The Glenlivet displays during OND & AMJ

### CHANNEL PRIORITIES

1. Liquor – Independent/Chains
2. Premium Grocery

@theglenlivet\_US

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ITEM	GLEN CARIBBEAN RSV 80 120/50US	GLEN CARIBBEAN RSV 80 12/375US	GLEN CARIBBEAN RSV 80 6/750 US	GLEN CARIBBEAN RSV 80 6/1L US
UPC/SCC	UPC: 0-80432-11580-0 SCC: 100-80432-11580-7	UPC: 0-80432-11579-4 SCC: 100-80432-11579-1	UPC: 0-80432-11576-3 SCC: 100-80432-11576-0	UPC: 0-80432-11578-7 SCC: 100-80432-11578-4
CASE PACK	120 X 50ML	12 X 375ML	6 X 750ML	6 X 1L
PRICING STRATEGY	LINE PRICED TO THE GLENLIVET FOUNDER'S RESERVE			