



JIM BEAM READY-TO-DRINK COCKTAILS

JIM BEAM & COLA

ABOUT THE BRAND

Bringing together the world's no. 1 bourbon whiskey with the classic combination of Cola – this ready-to-drink +1 cocktail combines the rich, smooth taste of Jim Beam in a new refreshing flavor in a canned serve. Whether you're at a picnic, barbecue, tailgate, or day out with friends, JB RTDs are the ideal companion

THE OPPORTUNITY:

- 1 The popularity of Spirit RTDs is reinforced by its double-digit growth over other canned offerings, with volume +36%, versus FMBs +11% & Seltzers -18% (1)
- 2 Whiskey+ RTDs are the 3rd most popular RTD base, with volume +20% vs YA (1)
- 3 In social moments, consumers seek pre-mixed spirits to enjoy as something flavorful and portable. (6)(2)

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- 5 80% of RTD purchases are pre-planned. Jim Beam is the #1 selling mid-tier bourbon with 83% awareness. Leveraging Jim Beam's brand power drives traffic and maximizes category sales by attracting both new shoppers & loyal purchasers.

- 6 Jim Beam RTDs drive higher post-taste purchase interest than 3 largest Bourbon & Mixer RTD competitors (7)



BOURBON & COLA 4-PACK



DRINK SMART®

Jim Beam © Bourbon & Cola • Bourbon & Ginger Ale, Made with Kentucky Straight Bourbon Whiskey, 5% Alc./Vol. ©2024 James B. Beam Distilling Co., Clermont, KY

- 1. NIQ Off-Prem thru 5.18.24
- 2. Bourbon 2023 SIP Datessentials
- 3. CGA OPM YTD End 5.21.22 & Datessential Q2 2022 Menu Trends & NABCA YTD Thru 5.21.22 and 6.18.22
- 4. NIQ Shopper Panel Data 2024
- 5. IPSOS P2P Study
- 6. JB RTD CLT_7.29.24
- 7. MTM Pis Golden Rules 23 Deck