

JIM BEAM READY-TO-DRINK COCKTAILS

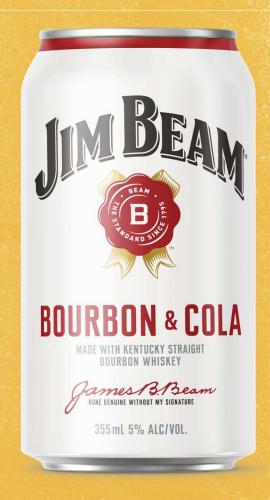
JIM BEAM & COLA

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:

- 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)
- Whiskey+ RTDs are the 3rd most popular RTD base, with volume +20% vs YA (1)
- In social moments, consumers seek pre-mixed spirits to enjoy as something flavorful and portable.(6)(2)
- Jim Beam offers refreshing variety by combining its classic bourbon with the top most popular mixer (3) into the convenience of a can, ready-to-go for tailgates, barbecues, and parties.
- 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.
- Jim Beam RTDs drive higher post-taste purchase interest than 3 largest Bourbon & Mixer RTD competitors⁽⁷⁾



BOURBON & COLA 4-PACK

