

OFF



## JIM BEAM PINEAPPLE

Introducing Jim Beam's newest Flavor to our portfolio – Jim Beam Pineapple. Jim Beam Pineapple is a fine balance of sweet pineapple flavor that pairs perfectly with the rich bourbon notes of vanilla, caramel and oak, for a warm, smooth finish. A trending flavor among flavored spirits, Jim Beam Pineapple presents a great opportunity to expand into a tropical flavor profile, and welcome new flavor drinkers, especially Hispanic consumers, to the Jim Beam family of flavors.



### THE OPPORTUNITY:

- 1 RECRUIT** - Flavored Whiskey attracts those who usually would not consider whiskey. Nearly half of these new consumers are entirely new to the whiskey category <sup>1</sup>
- 2 INCREMENTALITY** - Flavored whiskeys attract younger & slightly more multicultural consumers! These consumers are also likely to buy other mixable spirits providing the opportunity for increased basket spend per trip. <sup>2</sup>
- 3 Growth**- Flavored whiskey has experienced a growth of 1% YTD, outperforming the Unflavored whiskey by 2.4ppts. This highlights the increasing consumer preference for the unique and diverse flavors.<sup>5</sup>
- 4 PINEAPPLE GROWTH**- The popular flavor has seen growth of +7.6% in the L52W, outpacing total flavor spirits growth.<sup>3</sup>
- 5 COMPETITIVE PRICE** – Jim Beam Pineapple offers an accessible price point in the mid-tier segment, providing greater opportunity to recruit new consumers.<sup>4</sup>



Sources

1. Numerator Panel Research 2021

2. Flavored Whiskey US Situation Assessment: NielsenIQ OmniShopper US Alc – Spirits (+21) L52W 07/15/23

3. The Bar/ Sales detail report-Nielsen/Attributes/L52W 11/02/24

4. Kantar Brand Health Sept 2024

5. Nielsen xAOCLiqPlus + C-Store Period Ending 11/02/2024

*James B. Beam*  
NONE GENUINE WITHOUT MY SIGNATURE



## TASTING NOTES:

**COLOR:** Golden amber

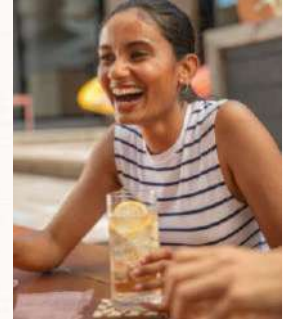
**INITIAL SWEETNESS:** The first sip should introduce a burst of sweet, juicy pineapple flavor, reminiscent of freshly cut ripe fruit.

**COMPLEXITY:** As the sweetness mellows, the rich, caramelized notes of bourbon should emerge, adding depth and complexity. Look for hints of vanilla

**FINISH:** smooth and well-balanced, with the sweetness of the pineapple lingering alongside the warm, oaky undertones of the bourbon.

## SERVE STRATEGY:

**Beam, Mixer, Ice & Slice**



## PRODUCT DETAILS:

**Size Price**

50mL, 375mL, 750mL, 1L, 1.75L  
Line Priced to Jim Beam Flavors

**In-Field**

2/15/2025

**Target Consumer**

Hispanic Drinkers 21-29, New to Whiskey

**Target Occasions**

Feel Care-Free Moments:  
Backyard BBQs, Patios, Summer Get-Togethers

## SUGGESTED SHELF GUIDELINES:

Jim Beam Pineapple should sit to the left of below JBW at Reach/Eye within the Mainstream American Whiskey segment. Facings ≥ Adjacent brand Jack Daniel's flavors

Flav Flow: Red Stag > Pineapple > Apple > Honey > Vanilla > Peach > Fire > Orange

