



THE SPIRIT OF NEW ORLEANS

SOUTHERN COMFORT®

EST. 1874

The smooth-drinking whiskey created by M.W. Heron in 1874 and born in New Orleans, where there's a party on every street and the good times never stop.

- One of America's oldest, largest and most widely distributed whiskey brands
- The 7th largest brand in the American Whiskey category¹
- Smooth whiskey crafted for over 140 years since 1874 by lifelong southerner M.W. Heron by infusing harsh whiskies of the era with fruits and spices to create a **one of a kind taste**
- Easy drinking whiskey rooted in the spirit of New Orleans

FEATURES & BENEFITS

- Southern Comfort is the gateway into whiskey, bringing consumers into the most premium and fastest growing spirits category. Southern Comfort significantly over-indexes among first time whiskey buyers, **one of the top first-time whiskey brands purchased overall!**²
- Southern Comfort is one of America's largest and most famous whiskey brands with a legion of **fiercely loyal drinkers** (85% do not consider another whiskey brand³) **who spend a lot and will follow the brand** where they can easily find it.
- Southern Comfort's **20% volume lift from ad activity**⁴ exceeds that of major spirits brands driving revenue for retailers when the brand receives its fair ad share.
- Southern Comfort's **three expressions address a range of consumers and occasions.**
 - Southern Comfort Original is a one of a kind, easy to drink smooth whiskey with an unmistakable flavor profile providing immense versatility to the brand's loyal consumers.
 - Southern Comfort Black is a new, **bolder, more whiskey-forward 80 proof** expression of Southern Comfort, attracting LDA – 29 consumers entering the whiskey category looking for an easy choice that offers great flavor without the harshness found in other whiskeys.
 - Southern Comfort **100 proof** is a **bold yet balanced** expression that gives a lift to classic cocktails or makes for a flavorful, full bodied experience straight or on the rocks.