

INTRODUCING **NEW**

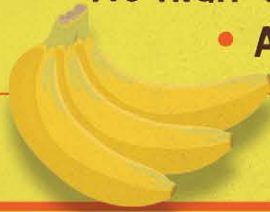
DIRTY MONKEY

BANANA PEANUT BUTTER
— **WHISKEY** —



DIRTY MONKEY COMBINES PEANUT BUTTER, BANANAS, AND REAL WHISKEY FOR A ONE-OF-A-KIND TASTE THAT WILL MAKE YOUR TASTE BUDS SWING!

- REAL WHISKEY WITH NATURAL BANANA AND PEANUT BUTTER FLAVOR
 - ONE-OF-A-KIND TASTE!
 - 70 PROOF
- ALL-NATURAL INGREDIENTS
- NO HIGH-FRUCTOSE CORN SYRUP
 - ALLERGEN FREE



FLAVORED WHISKEY CONSUMERS ARE LOOKING FOR NEW TASTE EXPERIENCES!

BANANA & PEANUT BUTTER — ALREADY ON TREND IN BEVERAGES — ARE TWO OF THE MOST POPULAR CONSUMER FLAVORS!

36%
OF CONSUMERS
EAT THEIR
PEANUT BUTTER
WITH BANANAS!

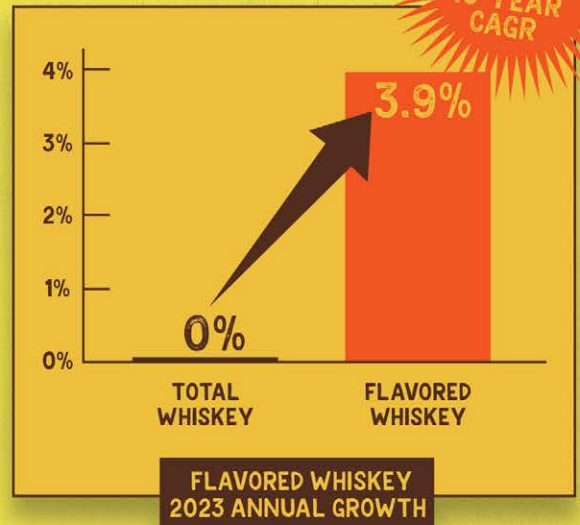
DIRTY MONKEY

BANANA PEANUT BUTTER WHISKEY

23%
10 YEAR
CAGR

FLAVORED WHISKEY IS MASSIVE (AND HOT!)

- FLAVORED WHISKEY HAS GROWN OVER 23% PER YEAR SINCE 2010!
- FLAVORED WHISKEY WILL SURPASS 18MM CASES IN 2023, GROWING AT 3.9%!
- FLAVORED WHISKEY IS OUTPERFORMING THE OVERALL WHISKEY CATEGORY!
- FLAVORED WHISKEY REPRESENTS 5 OUT OF THE TOP 20 OF ALL WHISKEY BRANDS!



DRINK DIRTY

SIGNATURE SERVES



THE DIRTY MONKEY

POUR CHILLED DIRTY MONKEY BANANA PEANUT BUTTER WHISKEY INTO A SHOT GLASS. ENJOY!



MONKEY ON YOUR BACK

PAIR A CHILLED SHOT OF DIRTY MONKEY WITH YOUR FAVORITE BEER! GET READY FOR SOME MONKEY BUSINESS!



MONKEY AND COKE

PUT SOME SOUTH IN YO' MOUTH WITH THIS SOUTHERN FAVORITE!
ADD 1.5OZ DIRTY MONKEY TO GLASS OVER ICE. TOP WITH COLA AND GARNISH WITH A FISTFUL OF PEANUTS. TRUST US!



PBB&J

- 2 OZ DIRTY MONKEY
- 1 OZ RASPBERRY LIQUEUR

COMBINE ALL INGREDIENTS INTO ICE-FILLED COCKTAIL SHAKER. SHAKE AND STRAIN INTO AN OLD-FASHIONED GLASS WITH FRESH ICE. GARNISH WITH A BANANA SLICE.



THE FAT ELVIS

- 2OZ DIRTY MONKEY
- 0.5 OZ MAPLE SYRUP
- DASH BITTERS

COMBINE ALL INGREDIENTS INTO ICE-FILLED COCKTAIL SHAKER. SHAKE AND STRAIN INTO AN OLD-FASHIONED GLASS WITH FRESH ICE. GARNISH WITH A BANANA SLICE.