

# **NEW** FIREBALL® BLAZIN' APPLE

## FIREBALL'S FIRST-EVER FLAVOR EXTENSION

**LAUNCH DATE:**  
**SEPTEMBER 1<sup>ST</sup>, 2025**

**#1 WHISKY BRAND  
IN THE US**

### TEST MARKET STATS

- 60% INCREMENTAL TO OG FIREBALL
- 3.5X TRIAL RATE OF CROWN ROYAL BLACKBERRY
- +10% TOTAL BRAND LIFT VS. PRE-PERIOD



**SPICY, CRISP,  
UNAPOLOGETICALLY BOLD.**

A FRESH TWIST ON A FAMILIAR FAVORITE: CRISP GREEN APPLES MEET RED HOT CINNAMON, DELIVERING SWEETNESS UP FRONT AND HEAT ON THE FINISH. IT'S A FRESH-PICKED APPLE TURNED UP TO 100



**33% ABV**