

ON THE ROCKS™

bartender created cocktails



WHISKEY SOUR

The Whiskey Sour is easy to drink - and to love. Ours blends Jim Beam® Kentucky Straight Bourbon Whiskey with citrus notes and a hint of mellow sweetness. Refreshing meets rich in every sip.

THE OPPORTUNITY

1

17% of consumers prefer Whiskey in a cocktail with Whiskey RTS up +12% ²; **41% of whiskey consumers prefer Whiskey Sour as the #1 whiskey cocktail**, also up +1.1pts of total RTS ⁴

2

Brand & Flavor are top 2 factors for whiskey choice: leveraging **Jim Beam's brand power drives traffic & maximizes category sales** by attracting both new shoppers & loyal purchasers.

3

Non-Whiskey users are 2x as likely to “Not know what whiskey to try”; Jim Beam is the #1 bourbon with 83% brand awareness, **inviting new consumers into the category with a familiar brand**

4

OTR's seasonal Whiskey Sour LTO was the #2 new brand extension in Whiskey RTS across 2024, signaling the **consumer desire for a year-round Whiskey Sour launch** ²

5

Our Jim Beam Whiskey Sour will drive category sales by bringing in whiskey consumers to consume the **#1 whiskey cocktail** in a convenient format through the **#1 Bottled Cocktail brand**

Color

swirling hues of orange and brown

Aroma

bright lemon and citrus, blend of sweet caramel and warm brown spices

Taste

delightful blend of sweet caramel and zesty citrus notes

Finish

warm brown spices and a slight bitterness

Suggested Serve

Garnish with an orange wheel skewered with a maraschino cherry, serve over ice

Gluten Free