

FIREBALL TORCH'D VANILLA

SMOOTH VANILLA MEETS FIREBALL'S SIGNATURE CINNAMON HEAT



33%

ABV

66

PROOF

6

SIZES

Fireball's newest flavor — smooth vanilla bean and sweet baked-good notes meet Fireball's signature cinnamon heat for a craveable sweet-heat twist. Here for a limited 6-month run, September through February.

IN STORES SEPTEMBER – FEBRUARY • LIMITED TIME ONLY

TORCH'D VANILLA TALKING POINTS

The talking points that turn a sample into a sale

**AMERICA'S #1
SHOT BRAND**

**NOW IN
VANILLA**

**SWEET HEAT,
SIX MONTHS ONLY**

COLD IS SOLD

"TRY THE NEW FIREBALL FLAVOR FOR A LIMITED TIME!"

TASTES LIKE: *smooth vanilla bean and baked-good sweetness with Fireball's signature cinnamon heat*

KEY TALKING POINTS



AMERICA'S #1 SHOT BRAND

Fireball is the #1 shot brand and the #1 brand by units sold in the US (Nielsen, 2025) — a name shoppers already trust.



THE FLAVOR SHOPPERS ASKED FOR

In a study of 900+ drinkers, Vanilla + Cinnamon ranked the most appealing combo out of 18 flavors tested.



LIMITED-TIME ONLY

Torch'd Vanilla is here for six months only, September through February — once it's gone, it's gone.



SWEET HEAT, ANY WAY YOU POUR IT

Take it cold as a shot or mixed with cola — vanilla bean sweetness meets Fireball's signature cinnamon kick.



A SIZE FOR EVERY OCCASION

From single 50mL shots to 750mL and 1L bottles, there's a size for a quick pour or a shared round.

TRY IT WHILE IT'S HOT — TORCH'D VANILLA

#TORCHDVANILLA