

KEEPER'S HEART

READY-TO-SERVE OLD FASHIONED

THE WORLD'S MOST POPULAR WHISKEY COCKTAIL IN A BOTTLE

Experience the perfect blend of tradition and innovation with Keeper's Heart Ready-to-Drink Old Fashioned. Crafted with award-winning Keeper's Heart Irish + American Whiskey, perfectly mixed and ready to enjoy



OBJECTIVE

Make the classic Old Fashioned cocktail more accessible and convenient by offering a high-quality, ready-to-serve solution

REASONS TO BELIEVE

Since launching, Keeper's Heart Ready to Serve Old Fashioned has won the top award at numerous competitions, including:



TARGET ACCOUNTS

1. Independent & Chain liquor accounts
2. Accounts with dedicated RTD/RTS Sections
3. On Premise: Hotels/ Convenience accounts

SHELF STANDARDS

- Priority #1:
 - Placed in the RTD/ RTS section next to key competitors
- Priority #2:
 - Secondary displays/ end caps

COMPETITIVE BENCHMARKS

- Bulleit Old Fashioned
- High West Old Fashioned
- On The Rocks Old Fashioned
- Buffalo Trace

PRODUCT SPECS

RSP: +\$5 vs. Keeper's Heart Irish + American
ABV: 35% / 70 Proof

TIMINGS: Available April 1
FORMAT: 700mL

BOTTLE SIZE	BOTTLE HEIGHT	BOTTLE DIAMETER	BOTTLE WEIGHT	BOTTLES PER CASE	ABV
700 ML	10.875"	3.25"	3.01 lbs	6	35% / 70 Proof

CASE WIDTH	CASE LENGTH	CASE HEIGHT	CASE WEIGHT	UPC	SCC
7.5"	10.625"	11.25"	19.25 lbs	850030494436	10850030494433

OLD FASHIONED POS & ASSETS

POINT-OF-SALE



PHOTOGRAPHY



DIGITAL ASSETS



PR HITS & REVIEWS

Keeper's Heart Ready-To-Serve Old Fashioned has garnered 131 million impressions, since launching in 2023

The Perfect Gift for Dad
- **STUPIDDOPE**

Medium

"Classic Fall Cocktails & Spirits To Enjoy This Season"
"Festive Holiday Cocktails & Spirits To Enjoy All Season Long"
"The 2024 Holiday Spirits Gift Guide: Spread The Booze"

INSIDEHOOK

The Best New Whiskeys to Drink This September



CUSTOMERS LOVE IT | 5-STAR RATING ON SHOPIFY ★★★★★

JANUARY 2, 2025

"Delicious, best I've ever had"

-FRANK D

FEBRUARY 2, 2025

"This is an excellent blend! The best Old Fashioned I have ever tasted"

-CAROL K

DECEMBER 3, 2025

"Perfect Old Fashioned"

-JACKLYN G

JANUARY 10, 2025

"I would recommend this to everyone"

-COREY W