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TEMPLETON RYE

The Good Stuff

AGED 6 YEARS

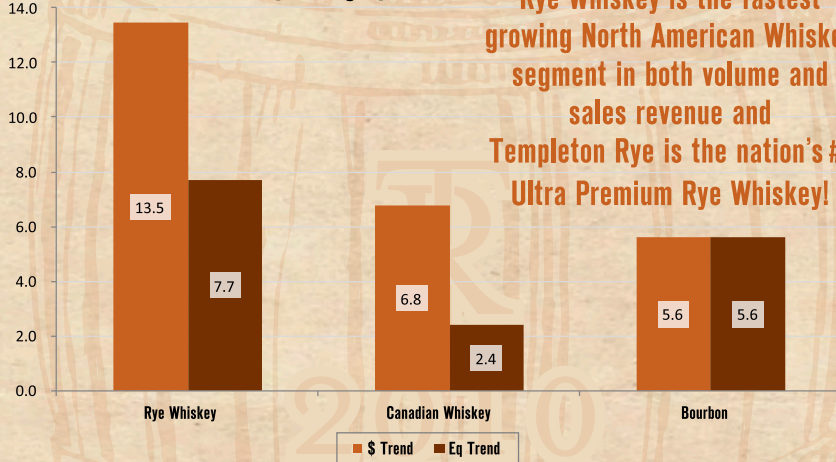
When Prohibition outlawed the manufacture and sale of alcoholic beverages in 1920, many enterprising residents of a small town in Iowa chose to become outlaws - producing a high-caliber and much sought-after whiskey known as Templeton Rye or "The Good Stuff" to those in the know. Templeton Rye Whiskey is based on the original prohibition era Kerkhoff recipe.

The Good Stuff only gets better with age

The release of Templeton Rye 6 Year Old marks a significant event for Templeton - our first new product in 10 years! With a higher proof and longer time in the barrel, Templeton Rye 6 Year has more complex rye notes for the true enthusiast.



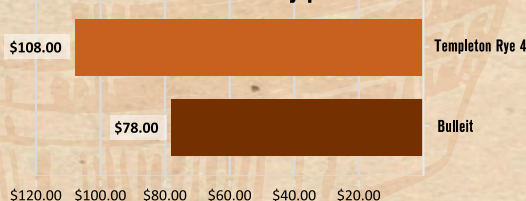
52wk Overall Whiskey Category Trend



Rye Whiskey is the fastest growing North American Whiskey segment in both volume and sales revenue and Templeton Rye is the nation's #1 Ultra Premium Rye Whiskey!

Profitability per 9L Case

Templeton Rye offers more profit to the retailer and distributor!



Source: AC Nielsen, 26/52 weeks ending 4/23/16, Total US Food & Drug, average retail prices. Ultra Premium Rye Category considers brands over \$30.



Templeton Rye was one of the first rye whiskeys, being introduced legally in 2006 and quickly becoming a benchmark name in the rye category. In 2010, we set aside key barrels for longer aging that are now ready to be enjoyed.

TEMPLETON RYE WHISKEY 6 YEAR TASTING NOTES:

Aroma – Floral, dry spice, butterscotch, vanilla, cherry, green apple

Taste – Fruit, toasted oak, mellow, smooth with vibrant mouth

Body – Bold oak with burnt sugar sweetness

Finish – Long lingering spice.

Templeton Rye Whiskey Aged 6 Year can be enjoyed straight or on the rocks. Mixologists recommend higher proof aged whiskeys for making craft cocktails.

Boulevardier

- 1.5 oz. Templeton Rye 6 Year
- 1 oz. Antica Formula
- .75 oz. Campari
- Orange peel, oils expressed



Iowa Buck

- 1.5 oz. Templeton Rye 6 Year
- Topped with ginger beer
- A squeeze of lime



SPECIFICATIONS

6/750ml - 91.5 Proof | UPC: 7-20815-92023-1 | SCC: 1-07-20815-92023-8 | SRP: \$49.99

Bottle: (LxWxH) 3.7" x 3.7" x 8.66" - 3.167 lbs. | Case: (LxWxH) 12" x 8" x 10" - 19lbs. | TI/Hi: 20/5

LAUNCH SUPPORT & POS

- Digital Media / \$50K Investment
- Trade Ad: Tasting Panel / November
- Public Relations / Media Press Kits
- Social Media Summer campaign
- Website
- Bootlegger's Society Newsletter
- Regionally Focused Consumer Events / Iowa & Illinois
- Display Bins
- Shelf Talkers



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