

# 2 GINGERS®

## IRISH WHISKEY



### The Legend of 2 GINGERS®

2 GINGERS® Irish Whiskey is named after Mary and Delia, mother and aunt to 2 GINGERS® founder Kieran Folliard, and the two people that instilled in Kieran the certain undeniable urge to make a go of a good idea. 2 GINGERS® is a product of this notion.

### Features & Benefits

2 GINGERS® is differentiated from other brands in the Irish Whiskey category through our trademarked signature cocktail, the BIG GINGER®

BIG GINGER® and its sister, SKINNY GINGER® cocktails are easy to pour, order, and sell converting clear spirits drinkers into whiskey lovers

2 GINGERS® is a friendly introduction to the Irish Whiskey category - both in taste and price

2 GINGERS® is double distilled, retaining more of that natural Whiskey flavors with a smooth finish making it perfect to drink neat or mix in cocktails

2 GINGERS® is a better value than other Irish Whiskeys

SRP \$2 below the leading competitor allows a greater profit margin per drink over both the competition and beer

### Rationale:

- Irish is currently the fastest growing spirits category, +19.5% in latest 52 weeks, growing nearly 5X faster than Total Spirits <sup>1</sup>
- In less than 2 years, and currently in limited distribution, 2 GINGERS® quickly grew to become the #4 Irish Whiskey brand family <sup>1</sup>
- +83% in latest 52 weeks, from growth in both distribution and velocity <sup>1</sup>

1. Nielsen, TTL AOC+, 52 Weeks Ending 11/9/13

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### BIG GINGER®

- Fill a Collins glass with ice
- Pour 2 parts 2 GINGERS® Whiskey
- Top up with ginger ale
- Serve with both a lemon & lime wedge

\*For a SKINNY GINGER® use diet ginger ale

### Product Details

- Quality, authentic Irish Whiskey at an accessible price
- Double distilled and barrel-aged for 4 years
- Sizes: 50ml, 750ml, 1L
- 80 proof

### Tasting Notes

- Taste: Caramel, Vanilla
- Finish: Smooth, Versatile
- Aroma: Citrus undertones (orange zest)

## Overcoming Objections

**“I already carry another Irish Whiskey”**  
**2 GINGERS® is an exciting brand with a proven success story.**

- 2 GINGERS® is a high-quality Irish Whiskey that is value-priced
- 2 GINGERS® has demonstrated strong sales by bringing new consumers (beer and clear spirits drinkers) to the Irish Whiskey category, increasing category volume as well as margins vs. the leading brands
- BIG GINGER® is an established, valuable addition to menu items – exclusive to 2 GINGERS®

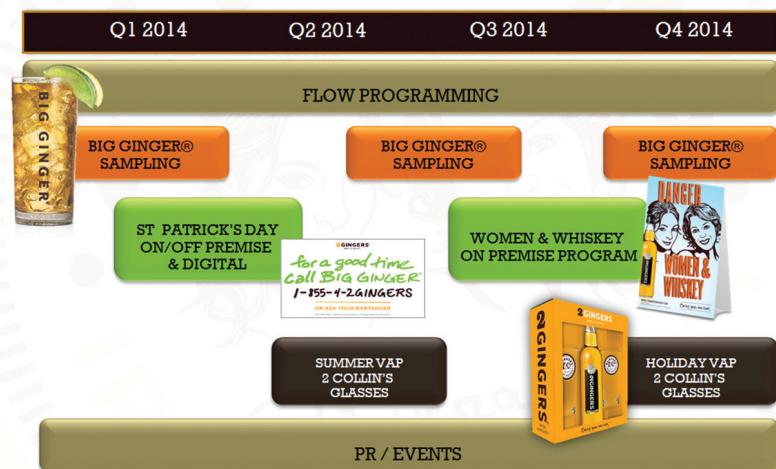
**“How is 2 GINGERS® Different?”**

- 2 GINGERS® is a friendly introduction to the Irish Whiskey category – both in taste and price
- 2 GINGERS® has a fun, accessible, relatable brand story which makes it relevant and interesting for consumers
- BIG GINGER® cocktail is easy to pour, order, and sell. It is unique and exclusive to the 2 GINGERS® brand, and showcases the spirit's versatility

## Activation Calendar

### Target Consumer:

- Males and Females, LDA-35; beer and clear spirits drinkers who don't regularly consider whiskey
- Young optimistic and social, they work hard but play harder. For them, 2 GINGERS® is a whiskey “for my generation”



### Program Overviews:

#### FLOW: “START SOMETHING BIG”

Take over menus, bars, stores and beer occasions with the BIG GINGER® coming to life in exciting and unexpected ways

- Robust toolkit of premium, fun POS for On- and Off-Premise activation will demonstrate the brand's association with quality, humility, and accessibility and drive awareness of the BIG GINGER®

#### NATIONAL SAMPLING:

Shake consumers out of their normal routines, and give them a taste of 2 GINGERS® friendly and approachable personality.

- On-Premise sampling in casual bars and pubs to drive trial and drink purchase
- Off-Premise sampling in Liquor, Grocery and Mass Merchandise to drive trial and bottle purchase
- Bottle signing with Kieran in key accounts
- Local Sampling teams including City Managers and Story Makers (samplers) in each market



### Suggested Shelf Strategy

Place in Irish Whiskey section, adjacent to Jameson® Irish Whiskey

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