

Gibson's Finest 12yr Canadian

WHY BRING IN GIBSONS CANADIAN WHISKY?

- **Aged 12 years, not 3** – Gibson's is aged for 3 times longer than the market leader, creating a smoother, more complex taste. Aged in Freshly Emptied, Hand Selected, Kentucky Bourbon Barrels
- **100% Canadian Whiskey** – No Neutral Spirits, ALL CANADIAN WHISKY
- **A Leader in Whisky Sales** – Gibson's Finest is the best selling Age-Styled Canadian Whisky in Canada and finally came to the US in 2013 due to popular demand
- **Driving Category Value** – Not only is Gibson's premium positioning more profitable, but the premium Canadian Whiskies category is growing at over 30% a year
- **Unrivalled Quality** - from the ISC Distiller of the Year four years running, Gibson's is a Gold Medal winning Canadian whisky (IWSC 2011)

**3 BOTTLES GIBSONS CANADIAN = 3.49 PER BTL DISC., 19.50 BTL
2 CASES GIBSONS = 51.00 DISCOUNT PLUS A TASTING. 18.75 BTL
FLP 275.95 (12 IN 750ML)**



PROGRAM	BTL COST	SUGG RETAIL	PROFIT %
3 BTLS = 3.49 PER BTL DISCOUNT	\$19.50	\$24.99	22%
2 CASES = 51.00 DISCOUNT	\$18.75	\$23.99	21.8%



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

DISTILLER OF THE YEAR

ISC 2005, 2006, 2008, 2009; IWSC 2010

aged 12 years

GIBSON'S FINEST

CANADIAN WHISKY

AFTER 3 YEARS IT'S WHISKY.

AFTER 12 YEARS IT'S GIBSON'S FINEST.

It all began in 1856, along the shores of the Monongahela River in Pennsylvania. John Gibson purchased 40 acres and set out to build a distillery, and less than 40 years later The Gibson's Distilling Company was the largest and best manufacturer of Rye Whiskey in North America.

After 3 decades of crafting the legendary whiskey, Prohibition dried up the consumption of whiskey, and Gibson's quickly became bankrupt. On one sad day in 1923, every still, every barrel, every piece of grain and every drop of spirit was sold through a Sheriff's Auction, to the highest bidder.

The Spirit of the legendary Gibson's Finest whiskey lived on, and was re-born 50 years later, north of the border in Canada.

After resting for 12 years in the barrel, Gibson's Finest Canadian Whisky has reached its point of ideal balance. It has been determined that 12 years of aging is required to bring together the right mix of flavor, aroma and finish characteristic only to Gibson's Finest. Precise blending of the well-aged deep and mellow corn base whisky with the bold, spicy rye and malt whiskies brings together an ideal symphony of taste experiences. From the selection of grains and fermentation conditions, to craftsmanship and diversity in distillation, through to expertise in aging and blending, every step in the crafting of Gibson's Finest supports the superior taste of the finished whisky.





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William Grant & Sons Ltd.
DISTILLER OF THE YEAR
IWSC 2005, 2006, 2008, 2009; IWSC 2010

Tasting Notes

GIBSON'S FINEST 12 YEAR OLD CANADIAN WHISKY

Gibson's Finest exhibits depth by virtue of its barrel-age character, which is its defining feature. It excels as an ultra-smooth whisky with vanilla-sweet oakiness that carries through to the finish.

- NOSE:** Hearty vanilla oak aroma with clove and apricot in the distance
- TASTE:** Pronounced vanilla, warm oak and a hint of almond and exhibiting smooth texture.
- FINISH:** Clean with enduring oak

Product Features

WE'RE PROUD OF OUR AGE

While maturing Gibson's Finest in barrels for 12 Years, we lose almost 40% of the spirit to the "Angel's Share". Despite the substantial loss of spirit to evaporation, Gibson's Finest 12 Year Old is proud to maintain its age statement on the front of our bottles because we know it makes for a smoother and more refined whisky. We do not compromise our liquid for profit gain

BETTER BARRELS

Gibson's prides itself in ensuring that their barrels are of the highest quality. Gibson's Finest hand-selects freshly emptied Bourbon barrels from Kentucky and ships them North to Canada. The barrels filled with spirit then begin their long rest, and the aging whiskies get to experience the "flavor" of the Canadian seasons over 12 years. The harsh Canadian winters and the hot humid summers, push and pull the whisky back and forth through the oak barrel staves, which actually enhances the myriad reactions that take place between the whisky spirits and the wood.

Awards and Accolades



2011 GOLD MEDAL INTERNATIONAL WINE & SPIRIT COMPETITION

"Very active, big, fresh fruit nose with various grains well integrated. Fresh and full in the mouth with brown sugar and sweet corn flavors but not actually sweet. The oak has obviously done its work but is not all that apparent. Good balance with soft texture. Very satisfying finish. A great Canadian Whisky."



RECOMMENDED IN "101 WORLD WHISKIES TO TRY BEFORE YOU DIE" BY IAN BUXTON.

Product Specifications

PRODUCT DESCRIPTION	UPC	SCC	CS/LY	LY/PLT	TOTAL CS	INCHES			WEIGHT CS LBS
						LENGTH	WIDTH	HEIGHT	
GIBSON'S 12YR 40% 750 X 12 USA	0 83664 87255 8	1 00 83664 87255 5	8	6	48	16	12	9	39.0

ALWAYS BE YOUR FINEST. PLEASE ENJOY RESPONSIBLY. BECOME A FRIEND ON [FACEBOOK.COM/GIBSONSFINEST](https://www.facebook.com/gibsonsfinest)
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Key Selling Points

- **Aged 12 years, not 3** – Gibson's Finest is aged for 4 times longer than the market leader, creating a smoother, more complex taste.
- **A Leader in Whisky Sales** – Gibson's Finest is the number #1 Age-Related Canadian Whisky in Canada, and is finally in the US, due to high demand.
- **Driving Category Value** – Not only is Gibson's Finest premium positioning more profitable, but premium Canadian Whiskies are growing 2x as fast as the rest of the category.

Our Target Consumer

- The Active Family Man.
- Men, 30-44 Years Old, average household income of greater than \$65K per year.
- The Active Family Man is an (almost) affluent individual who is successful and strives to be a good role model for his children.
- Despite his affluence, he is not showy with his money and has a practical outlook on spending. He does not need designer labels to impress.
- Rather than spending, the Active Family Man expresses himself in leisure time through his love of sports and the outdoors.

Drink Strategies

- Enjoy neat, straight up or on the rocks.
- Simple mixed drinks, such as ginger ale, cola or lemonade.
- Target Drink Menus – Simple Cocktails, Spirit Listings
- Low ball glasses, or snifter.

Trade Positioning

- Channel priority is the Off-Premise and driving distribution in any retail account purveying fine Canadian and American whiskies.
- Off-Premise – Situated in the Whisky section, preferably eye-level positioning but should be adjacent or above Crown Royal, in a favorable position with respect to traffic flow (before Crown Royal).
- On-Premise – Back bar only, supported with listing on whisky menu.