Since 1780, Jameson® whiskeys have been painstakingly crafted to achieve the highest levels of quality and consistency. Adhering to unparalleled standards has made Jameson the best-selling Irish whiskey in the world.¹

KEY FACTS

- Jameson Irish Whiskey is one of the fastest growing premium spirits brands in the U.S., driving the explosive growth of the Irish whiskey category. (1)
- Jameson’s appeal to 21-24 year old consumers makes it an attractive alternative to leading North American whiskies.
- Triple distillation in copper pot stills makes Jameson smoother than other whiskies.
- Crafted from Ireland’s finest spring water and barley, Jameson grows sweetly mellow as it ages in sherry and bourbon barrels.
- The best-selling Irish whiskey in the U.S.(1)
- Contributed more dollar sales growth to the U.S. whiskey industry than any other brand (2)
- 76% of the Irish whiskey volume (1)
- More than doubled in size in the last 5 years… and growth continues (1)
- Jameson is one of the top 5 Most Popular On-Premise Brands (2)
- Jameson is the 3rd Most Popular Shot On-Premise (3)
- Jameson is the 2nd Most Popular Shot with Bartenders (#1 in NYC) (3)

PRODUCT INFORMATION

- PROOF: 40% Alc./Vol. (80 Proof)
- SIZES: 50ml, 200ml, 375ml, 750ml, 1L, 1.75L
- TASTE: Full-bodied, round and smooth with toasted wood notes

¹ Based on 2012 Beverage Information Group Advance - brands over 800k 9L annual cases and an average non promoted total U.S. retail price of $18.00 or more. Nielsen Total U.S. F/D/L 52 weeks ending 3/03/12
² 2012 Beverage Information Group Handbook
³ Nielsen XAOX+Liquor-WA Food 52 weeks ending 1/5/13
4 2012 MSS Bartender Research syndicated study
RECOMMENDED SHELF SET

DISTRIBUTION:
Original (750ML /1L + 1.75L) + 3 high marques

SHELF LOCATION:
Original eye-level, high marques shelf directly above

FACINGS:
Equal to or exceed Jack Daniels

ADJACENCIES:
Jack Daniels to the left, Crown Royal to the right

SMALL SIZE:
Original 50ML plus 200ML or 375ML

DISPLAY PRIORITIES:
750ML only. Next to Jack Daniels.

COCKTAIL SUGGESTIONS

JAMESON® AND GINGER ALE
1 part Jameson Irish Whiskey
2 parts ginger ale
Spiral piece of lemon or lime
Carefully peel the lemon or lime into a long spiral and then squeeze the oils into a highball glass. Fill with ice, before adding the Jameson and the ginger ale. Stir briefly to mix and enjoy.

JAMESON® AND GINGER BEER
1 part Jameson Irish Whiskey
2 parts ginger beer
Spiral piece of lime
Carefully peel the lime into a long spiral and then squeeze the oils into a highball glass. Fill with ice, before adding the Jameson and the ginger beer. Stir briefly to mix and enjoy.

JAMESON® AND LEMONADE
1 part Jameson Irish Whiskey
2 parts lemonade
Spiral peel of one lemon or lime
Build over ice in a rocks glass. Garnish with a lemon.

JAMESON® NEAT
50ml Jameson Irish Whiskey
Add Jameson and enjoy.

JAMESON® AND GINGER ALE
1 part Jameson Irish Whiskey
2 parts ginger ale
Spiral piece of lemon or lime
Carefully peel the lemon or lime into a long spiral and then squeeze the oils into a highball glass. Fill with ice, before adding the Jameson and the ginger ale. Stir briefly to mix and enjoy.

JAMESON® AND GINGER ALE
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JAMESON® AND LEMONADE
1 part Jameson Irish Whiskey
2 parts lemonade
Spiral peel of one lemon or lime
Build over ice in a rocks glass. Garnish with a lemon.

JAMESON® ON THE ROCKS
50ml Jameson Irish Whiskey
3 ice cubes
Fill the glass with ice. Add Jameson.

AWARDS AND ACCOLADES

“Excellent, Highly Recommended” – Ultimate Spirits Challenge 2013

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OFF-PREMISE