



**JAMESON®**  
IRISH WHISKEY



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.<sup>1</sup>

## 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 whiskeys.
- Triple distillation in copper pot stills makes Jameson smoother than other whiskeys.
- 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

<sup>1</sup> 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

<sup>2</sup> 2012 Beverage Information Group Handbook

<sup>3</sup> Nielsen XAOX+Liquor-WA Food 52 weeks ending 1/5/13

<sup>3</sup> 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 SODA



1 part Jameson Irish Whiskey  
2 parts soda water  
Spiral peel of one lemon or lime

Build over ice in a rocks glass.  
Garnish with a lime.

### JAMESON® NEAT



50ml Jameson Irish Whiskey  
Add Jameson 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® 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*

JAMESON ORIGINAL	SIZE	PACKING	UPC	SCC
	50ml	120/case	0-80432-50010-1	100-80432-50010-8
	200ml	48/case	0-80432-50012-5	100-80432-50012-2
	375ml	24/case	0-80432-50014-9	100-80432-50014-6
	750ml	12/case	0-80432-50017-0	100-80432-50017-7
	Liter	12/case	0-80432-50011-8	200-80432-50011-5
	1.75	6/case	0-80432-50018-7	100-80432-50118-4