







JIM BEAM[®] APPLE

REFRESHINGLY CRISP



Features & Benefits

-  Jim Beam[®] Apple is an Apple Liqueur blended with Kentucky Straight Bourbon Whiskey
-  The result is a perfect balance of apple and bourbon with a light, fresh twist
-  Jim Beam[®] Apple delivers a crisp and refreshing burst and a distinctly green apple taste
-  Pairs perfectly with Club Soda and a lemon wedge – a signature serve that emphasizes refreshment Jim Beam[®] Apple plays to an untapped 'Refreshment' need in Whiskey to recruit new users and access new occasions
-  Jim Beam[®] Apple will expand whiskey drinking occasions, while providing an accessible entry point into the whiskey category
-  Jim Beam[®] Apple contains all the pride of the Beam's 220 year old family history with a refreshing take on tradition.

Product Details

DESCRIPTION Apple Liqueur Blended with Kentucky Straight Bourbon Whiskey

SIZES 50ml 100ml 375ml 750ml IL (1.75 for select markets only)

SUGGESTED Pricing Line priced with Jim Beam[®] & Jim Beam[®] Flavors

PROOF 70

drink  smart[®]

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Jim Beam[®] Apple Kentucky Straight Bourbon Whiskey infused with Apple Liqueur, 35% Alc./Vol. ©2016 James B. Beam Distilling Co., Clermont, KY.

Tasting Notes

COLOR Golden honey

AROMA Fresh crisp green apple

TASTE Juicy, fresh green apple with a balance of tart and sweet, and with subtle oak undertones

FINISH Lingering apple with a touch of oak



MAKE HISTORY[®]

Overcoming Exceptions

"WHY SHOULD I CARRY ANOTHER FLAVORED WHISKEY?"



Apple Flavored Whiskey is +718% and is now the 3rd largest Flavor segment, representing over 14% of the Flavored Whiskey segment vs just 2% last year despite +29% segment growth!



Jim Beam® Apple is the second best-selling Apple Whiskey since it launched, and it provides a mid-priced option for consumers which will drive further growth by capitalizing on an untapped "Refreshment" need in Whiskey with the Jim Beam® Apple & Soda drink strategy²

Drink Strategy



33% OF ALCBEV OCCASIONS ARE REFRESHING, but only 19% of whiskey occasions seen as refreshing³



Drink strategy and activation of the Jim Beam Apple & Soda emphasizes the refreshing nature of the cocktail



Presents an incremental opportunity, to recruit new consumers and expand usage by current whiskey consumers

Signature Serve: Jim Beam® Apple & Soda



MENU DESCRIPTION

- Jim Beam® Apple, Apple Liqueur with Bourbon, Club Soda and Lemon Wedge

RECIPE

- 1 part Jim Beam® Apple
- 2 parts Club Soda
- Build over ice in a tall glass.
- Garnish with a lemon wedge

2016 Marketing Support

Jim Beam® Apple will generate consumer awareness & trial through sampling, On- and Off-Premise trade support, PR and national TV and digital support. Launch campaign will target new whiskey drinkers and will include Spanish language TV and digital support. Drink Strategy and activation around the Jim Beam® Apple Signature Serve will emphasize crisp **REFRESHMENT**.



Suggested Shelf Guidelines

PLACE JIM BEAM® FLAVORS TO THE LEFT OF JIM BEAM® WHITE LABEL



Jim Beam® Apple > Jim Beam® Honey > Red Stag by Jim Beam® > Jim Beam® Kentucky Fire™

50ml
JIM BEAM APPLE
50X120 30%
UPC 080686006589
SCC 10080686006586

750ml
JIM BEAM APPLE
750X12 30%
UPC 080686006558
SCC 10080686006555

100ml
JIM BEAM APPLE
100X48 30%
UPC 080686006602
SCC 10080686006609

750ml PET
JIM BEAM APPLE
750X12 30%
UPC 080686006756
SCC 10080686006753

375ml
JIM BEAM Apple
375X24 30%
UPC 080686006572
SCC 10080686006579

1L
JIM BEAM APPLE
1000X12 30%
UPC 080686006562
SCC 10080686006562