

INTRODUCING

**WILD
TURKEY®**

SPICED

**Launching SEPTEMBER
2013**

**The first of its kind;
A Category Buster**

**Targeting Millennials;
24-30, Spiced Rum Drinkers**

**A Bridge into
Bourbon/Wild Turkey**



What is Wild Turkey Spiced?

- Kentucky Bourbon with flavors of Vanilla & caramel and hints of clove & cinnamon
- Perfect addition to mix with cola
- Higher Proof – 86 – the optimal proof for bolder flavor

