

CONSUMER TARGET

Predominantly Millennial males (25-35 years old) who don't take themselves too seriously. They are social flavored craft drinkers across all alcohol categories, and prefer simple, American flavors.

WHY NOT YOUR FATHER'S BOURBON?

Not Your Father's Bourbon is a natural progression for Not Your Father's drinkers who already have affinity for the brand:

- High brand awareness with strong brand affinity¹
- Built-in loyal multimillion consumer base, purchasing over 2.5 million cases annually
- Over 100,000 retail accounts across all channels
- Strong social media presence with over 250,000 followers
- Socially acceptable gateway brand for millennials experimenting with flavored alcohol products

Momentum Behind Brown Spirits²:

- Both flavored whiskeys and bourbons are up over 10%
- Bourbons 85 proof and above are up over 14%
- Bourbons 85 proof and above in 750ml bottles are up 15%

Consumer Research Verbatims³:

- "It tastes top shelf - worth spending money on." - M, 21-27
- "I usually don't drink straight or on the rocks but I could definitely see myself drinking this straight." - M, 21-27
- "It's not as fancy and expensive, and it's attainable." - M, 21-27

BOTTLE



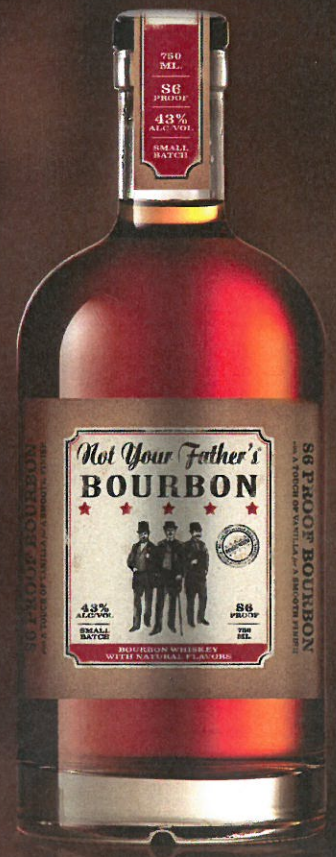
CASE



% LOVE IT OR LIKE IT FLAVORED LIQUOR³



750ML BOTTLE



1. Three-Group Brand Tracking, Wave 1, July 2017
2. IRI Total US, latest 13 weeks ending July 9, 2017 vs. same period last year
3. U30 Not Your Father's Bourbon Concept Groups, March 2017