

FISTFUL OF BOURBON

A BLEND OF FIVE BOURBONS
CREATED WITH OVER 100 YEARS OF
WHISKY BLENDING EXPERIENCE.



ABOUT

Fistful of Bourbon is the first American Whiskey Brand created by William Grant & Sons. We have been blending award winning whisky for generations. Now, we're going all in on bourbon - sourcing and blending five straight whiskies to create a big, balanced bourbon that stands apart from everything else.

TASTING NOTES

NOSE - Perfectly balanced fresh floral/leafy aromas are soon met by rich toffee and caramel

TASTE - Initial herbal, green notes reminiscent of fresh spearmint are quickly followed by flavors of honey, creamy vanilla and the delicate light spices of cinnamon and nutmeg

FINISH - Lasting buttery sweetness

BRAND POSITIONING

- Meant to be shared with good friends looking to have a fun night together at home or out on the town
- Male bourbon drinkers looking for a high quality liquid at an approachable price point; values authenticity, rich heritage, and a smooth unique taste profile
- A delicious blend of five American bourbons created

DEMOGRAPHIC

- Males, 21-34

ACCESSIBILITY

- Priced to win at \$24.99

“IT AIN’T JUST A BOURBON. IT’S A DAMN FISTFUL.”