

JACK DANIEL'S SPIRIT BASED COCKTAILS

NEW PACKAGE ROLLOUT



- Estimated In-Market Date
 - July 2021
- Size: 355ml (12 oz cans)
- Market(s)
 - Current 14 Markets: CA, IL, TX, FL, TN, MD, GA, PA, UNY,WI, CT, CO, MN, NH
- Brand History
 - Jack Daniel's Spirit Based Cans were test launched last year to 14 markets. Jack & Cola and Jack Honey & Lemonade will get a package refresh in 2021
- Product Role
 - Jack Daniel's Spirit Based Cocktails provide new and existing consumers with a way to drink the brand they know and love in new occasions. Each drink is perfectly balanced to highlight the flavors of our charcoal-mellowed whiskey in a drinkable and convenient format.
- Why RTDs?
 - RTD's are serious business growing at +50%. Over 200MM cases of RTS's are sold in the US, making it the most important RTD market in the world.
 - Spirit-Based RTD's are growing and turning around a trend of decline. US Nielsen, 9L Volume Growth, 2/20/2021:
 - 13 weeks: +177%
 - 26 weeks: +159%
 - 52 weeks: +180%
 - In full strength spirits, 70% of consumers who mix their Jack use Coke or Cola - making a premixed version a convenient option
 - Jack Daniel's is the top called brand for consumers who order whiskey + mixer away from home. Now they can have their preferred choice at home in a convenient and perfectly proportioned mix.
 - Jack Daniel's as a FS brand has the highest brand awareness in the spirits category (92%) among LDA to 79 year old
- Price
 - \$12.99/ 4 pack. \$3.99 single serve