



THE WORLD'S No.1 BOURBON IS READY TO DRINK.

The Jim Beam® family of RTDs features sessionable cocktails in a convenient ready-to-drink format. Made with a spirit base, the Jim Beam® RTDs deliver a refreshing new way for consumers to enjoy our bourbon.

SIZES

355ml slim cans
(12 fl oz)
4 cans per pack

SUGGESTED PRICING

\$9.99 per four-pack
\$2.50 per single can

PROOF

10 Proof/5% ABV

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LAUNCH TIMING

3/12/21 Ship Date



Jim Beam® Classic Highball

Kentucky Straight Bourbon Whiskey with Seltzer and a Hint of Citrus

- **COLOR:** Translucent light golden hue
- **AROMA:** Zesty and light
- **TASTE:** Bright and balanced lemon and orange flavors, with a splash of lime
- **FINISH:** Lingering bourbon finish with subtle sweetness



Jim Beam® Ginger Highball

Kentucky Straight Bourbon Whiskey with Crisp Ginger Ale

- **COLOR:** Translucent light amber shade
- **AROMA:** Sweet and true to a ginger ale
- **TASTE:** Bold ginger ale taste expertly balanced with bourbon
- **FINISH:** Subtle hints of vanilla and oak with a touch of sweetness