

# GLENMORANGIE

SINGLE MALT SCOTCH WHISKY

OFF PREMISE

## NON-AGE STATED SINGLE MALT SCOTCH WHISKIES ARE MORE PROFITABLE THAN EVER

- Single Malt Non-Age Stated (NAS) marques are growing at 15%, 2X faster than the Total Single Malt category.
- Single Malt NAS now make up 17% of the total Single Malt category and promote entry level trial.
- The 5 Year Compound Annual Growth Rate for NAS marques is +18%, 4X higher than the Single Malt category.\*

\*Source: IRI MULO + Liquor August, 2020

## WHAT IS THE OPPORTUNITY?

Capitalizing on the growing Single Malt NAS category, introduce a revolutionary and innovative Glenmorangie NAS permanent expression to drive recruitment at scale with delicious cocktails and mixed drinks.

## INTRODUCING X BY GLENMORANGIE

- X by Glenmorangie is the new NAS addition to the permanent Glenmorangie lineup.
- Aged in Ex-Bourbon and New Charred Oak Casks, X was crafted in partnership with mixologists to create a whisky with sweeter and richer taste.
- It is a vehicle for infinite flavor combinations and pairings, with its name lending itself to endless mashups.
- X by Glenmorangie is a Single Malt made for mixing.

## KEY SELLING POINTS

- **Volume Through Cocktails:** Tap into the at-home cocktail occasion with an easy to mix spirit and accompanying drink recipes
- **Increase Average Basket Size:** Cross merchandise with mixers to provide consumers with a solution for at-home cocktails, while maximizing profits
- **Education:** Brand Ambassadors to support tastings & trainings for accounts and consumers
- **Consumer Pull:** 360 degree launch plan with paid digital media, influencer outreach, press seeding, On Premise visibility, in-store visual merchandising, consumer sampling and e-retail support
- **Leverage Mixability:** Each bottle will come with a pre-applied necker that includes 3 easy at-home cocktail recipes and a QR code linking to additional information, highlighting the versatility of the liquid

## RECOMMENDED PRICING & LOGISTICS

SKU	RSP/ BOTTLE	SIZE FORMAT	BOTTLES PER CASE	NAKED/ GB	SCC	UPC
1091501	85 index vs GN Original	750ml	6	Naked Bottle + Necker	10081753844001	081753834395



Holographic, reflective foil on label to catch the consumer eye

## LIQUID DETAILS

**FLAVOR PROFILE:** A Single Malt with tantalizing aromas of pear, vanilla and honeysuckle oranges, cueing up a sweet extravaganza of taste, from bursts of crème brûlée to swirls of orange sherbet and chocolate fudge

**CASK:** Ex-Bourbon & New Charred Oak

**ABV:** 40%



**DISPLAY-READY SHIPPER**  
Bottles are pre-packed with cocktail recipe necker + QR code