

# REDBREAST 12 YEAR OLD

- The definitive introduction to the Redbreast range, Redbreast 12-Year-Old boasts the flavor complexity and distinctive qualities of a Pot Still whiskey
- Built on a loyal following of ‘those in the know’, today Redbreast is the largest selling Single Pot Still Irish Whiskey in the world and is considered the definitive expression of the traditional Irish spirit
- The time spent in Bourbon and Oloroso sherry seasoned barrels gives Redbreast 12-Year-Old its signature sherry style



## CATEGORY OPPORTUNITY

Redbreast is the  
**MOST AWARDED**  
Single Pot Still  
Irish Whiskey<sup>1</sup>

Redbreast is  
outpacing the UP+  
Whiskey category by<sup>2</sup>  
**1.5X**

Redbreast 12YO is  
**+44%**  
In value in the latest  
52wks<sup>2</sup>

## TASTE PROFILE

**NOSE:** A complex spicy and fruity aroma with toasted wood notes evident

**TASTE:** Full flavored and complex; a harmonious balance of spicy, creamy, fruity, sherry and toasted notes

**FINISH:** Satisfyingly long, the complex flavors linger on the palate

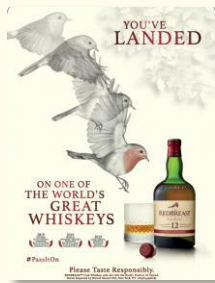


# SUPPORT TOOLS

Redbreast 12 is featured in all F21 programs with emphasis on St. Patrick's Day, Father's Day, and Always-On. All assets available on DAM



12 YO 1-Case Bin



12 YO Always On Case Card



Redbreast Portfolio Educational Booklet



12 YO St. Patrick's Day Case Card & Mini Case Card



12 YO Father's Day Case Card & Mini Case Card



12 YO St. Patrick's Day Shelf Talker



12 YO Father's Day Shelf Talker



12 YO Always On Shelf Talker



Portfolio Father's Day Shelf Talker

## DRINK STRATEGY



**Redbreast Old Fashioned**  
 1 part Redbreast 12  
 1 sugar cube  
 2 dashes Angostura bitters  
 Large ice cube  
 Orange peel

Muddle sugar cube and bitters in a glass. Pour in Redbreast. Add ice and stir. Express orange and garnish with peel.



**Redbreast Neat/Rocks**

## DIGITAL ASSETS

All digital tools available to download on DAM



Lifestyle Assets



Redbreast Robin Campaign Videos



Seasonal Holiday/Hosting Lifestyle Assets



Brand Ambassador Cocktail Videos

## OFF-PREMISE RETAIL STANDARDS



**SHELF MANAGEMENT:** Top shelf Irish Whiskey  
*High-End Irish: an umbrella to showcase Redbreast, Spots & Midleton*

**DISTRIBUTION PRIORITIES:**

- 1) Redbreast 12YO
- 2) Redbreast 12YO Cask Strength
- 3) Redbreast Lustau
- 4) Redbreast 15YO
- 5) Redbreast 21YO
- 6) Redbreast 27YO

**CHANNEL PRIORITIES:**

- 1) Liquor
- 2) Premium Grocery

**DISPLAY EXECUTION:**

Priority 1: Stand alone display for Redbreast during Holiday & St. Patrick's Day

Priority 2: Leverage Multibrand whiskey programs during Holiday & St. Patrick's Day

**SIZE:** 750ml

**UPC:** 80432586174

**Price Strategy:** Parity

**BTLS PER CS:** 6

**SCC:** 10080432586171

with Balvenie Doublewood

Please Taste Responsibly.

REDBREAST® Irish Whiskey. 40% Alc./Vol. (80 Proof). Product of Ireland. ©2020 Imported by Pernod Ricard USA, New York, NY