

# INTRODUCING JAMESON ORANGE

Coming to Shelves  
January 2022



Tapping into the fastest growing whiskey segment, Jameson Orange is set to capture new consumers & occasions

**1 in 2** Flavored Whiskey drinkers are new to Whiskey Category

## High Appeal & Purchase Interest

- Orange is top preferred flavor for whiskey drinkers.
- 80% of consumers say they will purchase Jameson Orange.

## High Growth & Incrementality

- Flavored Whiskey is growing at +30% value vs LY.
- Jameson Orange will be ~70% incremental to franchise.

## Right To Fuel Growth Further

- Jameson is the #1 growth driver in the whiskey category.
- Jameson is the #3 Whiskey in the US.

Delivering a Standout  
*Perfectly Balanced*  
Taste Experience



**Triple Distilled Jameson Whiskey Smoothness**



**Natural Zesty Orange Flavor**



**30% ABV**



**Line-Priced to Original**





# BIG BET INVESTMENT & SUPPORT

Driving Consumer Awareness & Trial From Media To Shelf

Mass Scale Media

Point of Purchase Activation

National TV/Digital, PR, Social, Experiential, In-Store, eComm, & Liquid to Lips



YouTube



# OFF-PREMISE TOOLKIT



Large Out-Of-Aisle Display



3 Case Bin



MIR/IRCs



1 Case Bin



Case Card



Counter Glorifier



Poster

## OFF-PREMISE OBJECTIVES & SHELF STANDARDS

1

### PHASE ONE

DRIVE DISTRIBUTION  
(Jan-Mar 2022)

#### DRIVE DISTRIBUTION & GET ON SHELF

- Maximum shelf availability in first 60 days to planned outlets (100% of Chains, 100% of R1-R3 Indy Accts).
- Target prominent shelf location to ensure eye catching visibility.
- Place shelf POS to gain visibility & build interest for velocity.

2

### PHASE TWO

FULL SCALE SUPPORT  
(April-June 2022)

#### CONTINUE DISTRIBUTION BUILD & EXECUTE STANDALONE PROMOTIONS PLUS INTEGRATION INTO MASTERBRAND

- Secure standalone displays & cross-merchandise opportunities with mixers.
- Secure Memorial Day and July 4<sup>th</sup> promo (~30% of family display).
- Secure visibility opportunities (POS, eComm, sampling, features, menus).

### SAMPLE SHELF SET



- Total Irish Category adjacent to North American Whiskey
- Core Jameson facings should be placed on optimal eye-level shelves
- Orange to be placed adjacent to Original (right or left)
- Jameson Original & Orange to sit above lower-end Irish players and below higher index SKUs/brands

## DRINK STRATEGY

Delicious +1 Serves To  
Cross-Merchandise &  
Drive Increased Basket Spend



Sprite, Cranberry, Cream Soda

## NOTES

## SPECS

750ML



FORMAT: 6/CASE  
SCC: 100-80432-11733-7

1L



FORMAT: 6/CASE  
SCC: 100-80432-11743-6

1.75L



FORMAT: 6/CASE  
SCC: 100-80432-11744-3

50ML



FORMAT: 120/CASE  
SCC: 100-80432-11749-8