## INTRODUCING JAMESON® GINGER & LIME. IN A CAN



JAMESON

GINGER & LIME

THE 1<sup>ST</sup> IRISH WHISKEY RTD, FROM **THE CATEGORY LEADER<sup>1</sup>!** 

SRP: \$14.99 **ABV:** 6% SIZE: 355ml, 4 packs TIMING: FEB 2022

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**RTD CATEGORY CONTINUES TO GROW** WITH SPIRITS-BASED RTDS ON THE RISE

In 2020, RTD category doubled vs 2019 with +102% volume growth<sup>2</sup>

**Spirits-based** volume to see +41% Growth by 2024 – soon to overtake Wine<sup>3</sup>

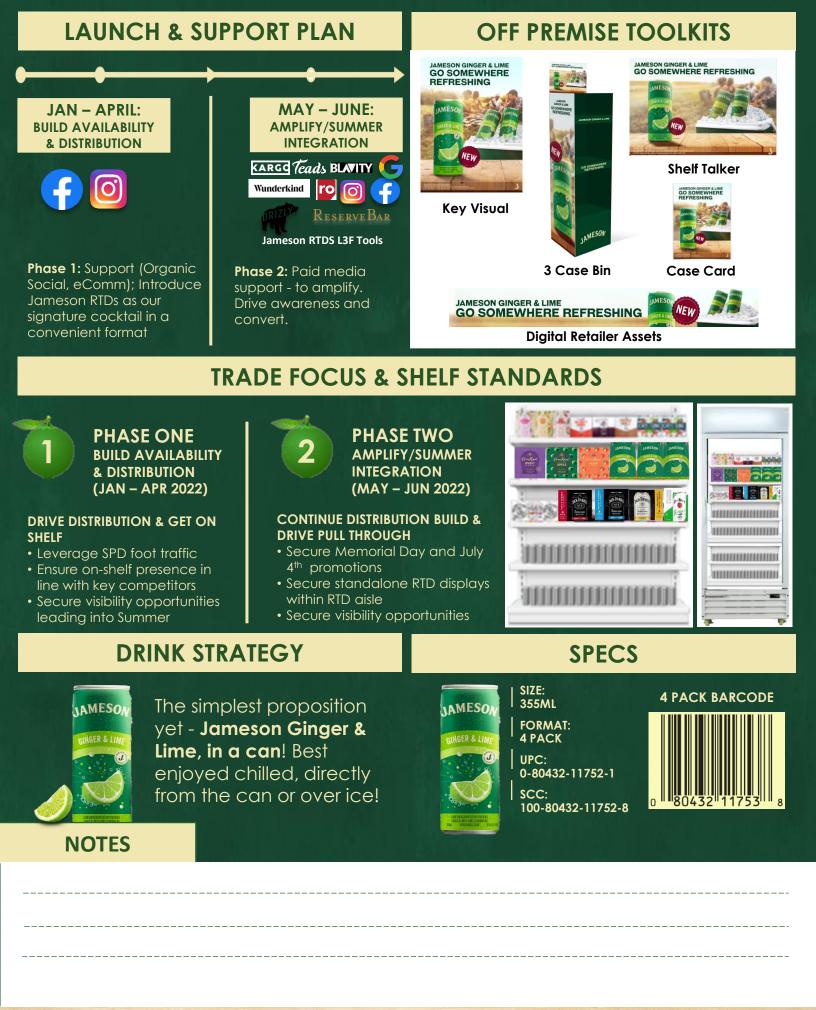
## **RTDS CAN PLAY A DUAL ROLE FOR** JAMESON AND THE CATEGORY

**Recruit new** consumers to brand, driving sales with high demand<sup>4,5</sup>

**Expand into** new occasions (OTG & Outdoor) where brand not considered<sup>6</sup>

**Consumers** love nove Jameson Ginger & Lime! JAMESON Taste profile "exactly AMESO JAMESON IRISH WHISKEY WITH NATURAL GINGER & LIME FLAVORS. CARBONATION right", liquid likeability 355mL "significantly EINGER & LIMP GINGER & LIME outperformed"5 92% WOULD PURCHASE4 60% WOULD PURCHASE REGULARLY<sup>5</sup> 49% WOULD CONSUME MULTIPLE IN A SESSION<sup>5</sup> 65% WOULD CONSUME IN NEW OCCASIONS<sup>6</sup> 50%+ WOULD BUY W/OTHER PURCHASES VS REPLACEMENT<sup>6</sup> MADE WITH NATURAL GINGER & LIME FLAVORS

Source: 1. BASED ON IRISH WHISKEY - NIELSEN TOTAL US - XAOC + LIQ PLUS LATEST 52 WKS - W/E 02/06/21 2. IWSR - The Future of RTDs Strategic Study 2020 - US, 3. IWSR RTD Spirit-Based RTDs in the US (April 2021; 4. Post Trial Unpriced %T2B Purchase Intent, RTD Liquid Test Research July 2021, 5. Jameson RTD Liquid Test Research July 2021; 6. Jameson Artwork Design Test V2 June 2021;



TASTE RESPONSIBLY. JAMESON® Irish Whiskey with Natural Ginger & Lime Flavors, Carbonation & Caramel Color,. 6% Alc./Vol. (12 Proof). Product of Canada. @ 2021 Imported by John Jameson Import Co. New York, NY.