

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

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

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  
Jameson Ginger &  
Lime!

Taste profile "exactly  
right", liquid likeability  
"significantly  
outperformed"<sup>5</sup>



MADE WITH NATURAL GINGER & LIME FLAVORS

- **92% WOULD PURCHASE<sup>4</sup>**
- **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>**

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;

## LAUNCH & SUPPORT PLAN

**JAN – APRIL:**  
BUILD AVAILABILITY  
& DISTRIBUTION



**Phase 1:** Support (Organic Social, eComm); Introduce Jameson RTDs as our signature cocktail in a convenient format

**MAY – JUNE:**  
AMPLIFY/SUMMER  
INTEGRATION



**Phase 2:** Paid media support - to amplify. Drive awareness and convert.

## OFF PREMISE TOOLKITS



Key Visual



3 Case Bin



Shelf Talker



Case Card



Digital Retailer Assets

## TRADE FOCUS & SHELF STANDARDS

1

**PHASE ONE**  
BUILD AVAILABILITY  
& DISTRIBUTION  
(JAN – APR 2022)

**DRIVE DISTRIBUTION & GET ON SHELF**

- Leverage SPD foot traffic
- Ensure on-shelf presence in line with key competitors
- Secure visibility opportunities leading into Summer

2

**PHASE TWO**  
AMPLIFY/SUMMER  
INTEGRATION  
(MAY – JUN 2022)

**CONTINUE DISTRIBUTION BUILD & DRIVE PULL THROUGH**

- Secure Memorial Day and July 4<sup>th</sup> promotions
- Secure standalone RTD displays within RTD aisle
- Secure visibility opportunities



## DRINK STRATEGY



The simplest proposition yet - **Jameson Ginger & Lime, in a can!** Best enjoyed chilled, directly from the can or over ice!

## NOTES

## SPECS



SIZE:  
355ML

FORMAT:  
4 PACK

UPC:  
0-80432-11752-1

SCC:  
100-80432-11752-8

4 PACK BARCODE

