



THE WORLD'S No.1 BOURBON IS READY TO DRINK.

The Jim Beam® family of RTDs features sessionable cocktails in a convenient ready-to-drink format. Made with a spirit base, the Jim Beam® RTDs deliver a refreshing new way for consumers to enjoy our bourbon.

SIZES

355ml slim cans
(12 fl oz)
4 cans per pack

SUGGESTED PRICING

\$9.99 per four-pack
\$2.50 per single can

PROOF

10 Proof/5% ABV

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LAUNCH TIMING

3/12/21 Ship Date



Jim Beam® Classic Highball

Kentucky Straight Bourbon Whiskey with Seltzer and a Hint of Citrus

- **COLOR:** Translucent light golden hue
- **AROMA:** Zesty and light
- **TASTE:** Bright and balanced lemon and orange flavors, with a splash of lime
- **FINISH:** Lingering bourbon finish with subtle sweetness



Jim Beam® Ginger Highball

Kentucky Straight Bourbon Whiskey with Crisp Ginger Ale

- **COLOR:** Translucent light amber shade
- **AROMA:** Sweet and true to a ginger ale
- **TASTE:** Bold ginger ale taste expertly balanced with bourbon
- **FINISH:** Subtle hints of vanilla and oak with a touch of sweetness



SELLING POINTS

Jim Beam is the No. 1 Bourbon and continues to see strong growth at 9.8% in L52W³, while the spirits-based RTD market continues to grow rapidly at +40%¹

Bourbon and Ready-to-Drink cocktails are amongst the two fastest growing segments in spirits and continue to accelerate¹

While the Highball serve is still growing in awareness, it is growing quickly, with menu penetration increasing 40% YoY

The Highball serve delivers on current top consumer needs in alc bev including better-for-you, sessionability, refreshment & shareability, which have continued to see rapid growth since 2016

Hard Seltzer continues to drive the momentum in the RTD category, growing retail sales +\$2.4B (+193%) in L52W vs YA; seltzer contributes >50% of the US RTD category²

MERCHANDISING PRIORITIES

- Mass Displays:** standalone and co-merch with JB White + Flavors full-bottle spirits
- Coolers:** 4-pack + single cans
- Shelf**
- Counter:** single can

CHANNEL PRIORITIES

- Off-Premise:** Large format liquor, Mass/Club, Grocery & Drug/Convenience
- On-Premise:** Stadiums/Arenas, Casual Dining & Bars, Sports Bars & Cocktails-to-Go

NUTRITIONAL FACTS

- Made with natural flavors
- Made with real Jim Beam® Kentucky Straight Bourbon Whiskey
- Classic Highball is competitor with leading seltzer with low calorie, sugar and carb

	Classic Highball	Ginger Highball
Calories	105	241
Carbo-hydrates	3.6	36.9
Fat	0.0	0.0

UPC | SCC DETAILS 4-Packs x 6 per Tray Case (24 total cans)

	Classic Highball	Ginger Highball
Can UPC	080686019244	080686019220
Pack UPC	080686019251	080686019237
Case SCC	10080686019241	10080686019227

1) Source: IWSR 2019 Seltzer Report

2) Source: January 2020 Beam Suntory Hard Seltzer Analysis

3) Nielsen xAOC L52W as of 08.04.20

4) 2016 Highball SOV report



SHELF GUIDELINES

Brand Flow: Classic Highball >> Ginger Highball

Price Strategy: \$9.99/4pk OR \$2.50 per single can

Shelf Placement Targets:

- If merchandised within the Spirit RTS/RTD category, Jim Beam RTDs should be shelved eye-level and/or adjacent to top-selling canned cocktails.
- If merchandised within the FMB section, Jim Beam RTDs should be shelved between top-selling seltzers and other FMB offerings
- If merchandised in the RTD cooler, JB RTDs should be shelved eye-level with asset support (decals/ clings, door racks, etc)

Competitive Adjacencies to Target: Jack Daniel's spirit RTDs and other top-selling canned cocktail offerings

**incremental displays beyond shelf w/ (or w/out) Masterbrand are top priority. Ideal state is to be dual placed in accounts that have spirit RTD/RTS separate from beer (e.g., placed in spirit aisle AND near beer)*

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55% of RTD Shoppers also purchase Whiskey.



Of Jim Beam family shoppers:

 - 35% have purchased Hard Seltzers
 - 27% have purchased Prepared Cocktails

