

Jameson Orange: A perfectly balanced whiskey – Jameson smoothness with natural zesty orange flavor

WHO

- Jameson Orange will recruit new consumers and new drinking moments to the whiskey category
- Jameson Orange appeals to flavored whiskey & non-whiskey drinkers, including over-indexing in target subgroups: younger audience (consumers 21-34), African American, Latin X¹
- Jameson Orange can recruit beyond whiskey moments, opening the category to more consumption moments: group sharing/home-entertainment daytime/outdoor BBQ occasions, early evening occasions (happy hour/dining out)²

WHY

- Whiskey continues to drive spirits growth, with Jameson continuing to drive total whiskey: Jameson Original is the largest \$ growth driver withing NAW + Irish category³
- Flavored Whiskey is growing 2x faster than unflavored with huge market potential (8.2M HHs/\$1.1B annual sales)⁴
- 1 in 2 flavored whiskey drinkers are new to the category⁵
- 70% incremental consumers to the franchise⁶
- Orange is the most preferred flavor among flavored whiskey drinkers⁶
- Top 5 flavored NAW SKUs in market represent \$393M +32% v YA⁷
- Drive incremental occasions (mid-tempo moments, day-drinking, summer time, etc.)
- Jameson Orange delivers an authentic whiskey and real fruit taste profile in a category often associated with syrupy sweetness and “liqueurs”

WHAT

- Jameson Irish Whiskey infused with a hint of zesty natural orange flavor – “Seriously Smooth Whiskey, Refreshing Orange Taste”
- Jameson’s newest and most memorable innovation yet, delivering a standout taste experience & perfect balanced whiskey
- Triple Distilled Smoothness
- Jameson Orange is best enjoyed with friends - try it over ice with Sprite or your favorite mixer.



SRP: Line Priced to Reg Jameson ABV: 30%, SIZES: 750mL, 1L, 1.75L, 50mL
TIMING: Shelf Feb 2022

1. ESSENCE OF JAMESON, THE JAMESON GROUP, JAMESON VINTAGE 12 YEAR OLD WHISKEY, JAMESON VINTAGE 15 YEAR OLD WHISKEY, JAMESON VINTAGE 1780 WHISKEY, JAMESON VIRGIN RYE WHISKEY, JAMESON VINTAGE 23 YEAR OLD WHISKEY, JAMESON VINTAGE 25 YEAR OLD WHISKEY, JAMESON VINTAGE 40 YEAR OLD WHISKEY, JAMESON VINTAGE 50 YEAR OLD WHISKEY, JAMESON VINTAGE 60 YEAR OLD WHISKEY, JAMESON VINTAGE 70 YEAR OLD WHISKEY, JAMESON VINTAGE 80 YEAR OLD WHISKEY, JAMESON VINTAGE 90 YEAR OLD WHISKEY, JAMESON VINTAGE 100 YEAR OLD WHISKEY, JAMESON VINTAGE 110 YEAR OLD WHISKEY, JAMESON VINTAGE 120 YEAR OLD WHISKEY, JAMESON VINTAGE 130 YEAR OLD WHISKEY, JAMESON VINTAGE 140 YEAR OLD WHISKEY, JAMESON VINTAGE 150 YEAR OLD WHISKEY, JAMESON VINTAGE 160 YEAR OLD WHISKEY, JAMESON VINTAGE 170 YEAR OLD WHISKEY, JAMESON VINTAGE 180 YEAR OLD WHISKEY, JAMESON VINTAGE 190 YEAR OLD WHISKEY, JAMESON VINTAGE 200 YEAR OLD WHISKEY, JAMESON VINTAGE 210 YEAR OLD WHISKEY, JAMESON VINTAGE 220 YEAR OLD WHISKEY, JAMESON VINTAGE 230 YEAR OLD WHISKEY, JAMESON VINTAGE 240 YEAR OLD WHISKEY, JAMESON VINTAGE 250 YEAR OLD WHISKEY, JAMESON VINTAGE 260 YEAR OLD WHISKEY, JAMESON VINTAGE 270 YEAR OLD WHISKEY, JAMESON VINTAGE 280 YEAR OLD WHISKEY, JAMESON VINTAGE 290 YEAR OLD WHISKEY, JAMESON VINTAGE 300 YEAR OLD WHISKEY

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