

TARGETING CONSUMER  
CONVENIENCE NEEDS



SRP: \$13.49 x 4 Pack ABV: 6% SIZE: 355ML Sleek Can TIMING: Early '22  
(February '22 on shelf)

## Jameson Ginger & Lime Ready-To-Drink:

*Jameson Irish Whiskey perfectly blended with Natural Ginger & Lime  
Flavors for a signature serve on the go!*

TBC

### WHO

- Male and Female Ready to Drink, Beer and Whiskey consumers
- With the need for sessionable and portable drink solutions, but with an acquired taste (not compromising on brand or quality) that are also easy to enjoy with friends & family anytime/anywhere

### WHY

- FMB category worth ~\$1.9B (White Claw & Truly owning 90%)<sup>1</sup>, & spirits-based RTDs +57% CAGR<sup>2</sup>
  - RTDs have grown exponentially in the past 3 years and was the only category to grow in 2020 (+26%) and by 2024, spirits-based cocktails are expected to grow 41% in volume, soon to overtake wine<sup>3</sup>
- RTDs can play a dual role for the Jameson and the category:
  - Recruit new consumers into Masterbrand via accessible price & proven trial format<sup>4</sup>
  - Expand brand into new occasions where Masterbrand is not been considered (65% of consumers would consume in new occasions e.g., Home-tainment, Outdoor & OTG)<sup>4</sup>
- Jameson RTD is showing strong incrementality potential to Jamesonfranchise
  - indicating to source vast majority of the volume from Competitors like White Claw, Cutwater, Crown Royal and Jack Daniel's RTDs<sup>5</sup>
- A huge win for consumers
  - 92% of consumers (key interest groups) said they would purchase a Jameson RTD<sup>6</sup>
  - Over 50% of consumers would buy in addition to other purchases vs. replacement<sup>4</sup> driving incrementality for bigger baskets
  - Plays into cherished Jameson cocktail palate, w/Ginger Ale being the #1 mixer purchased with Jameson<sup>7</sup>

### WHAT

- As category leader<sup>3</sup>, Jameson will be first to bring Irish Whiskey to RTDs
- New Jameson Ginger & Lime Ready-To-Drink Cocktails provide a refreshing way to enjoy Jameson's Triple Distilled Smooth Irish Whiskey with a twist. Let the Whiskey & Craft Shine – Enjoy the taste of Jameson Irish Whiskey with your favorite mixers ready to drink on the go!
- Exploring future flavors for FY23 - Cola, Lemonade, Lemon/Lime Soda

1. Nielsen Beer Topline Report 4/18/20. Grossed up to represent total universe (70%). 2. Nielsen AOD 52wks ending 05/02/20. Grossed up to represent total universe (35%). 3. Nielsen Beer Topline Report 4/18/20 / WSR RTD in the US (April). 4. Jameson Artwork Design Test V2 June 2021. 5. USA RTD Concept Test, March/21: P6M RTD drinkers, 6... Post Trial Unpriced %72B Purchase Intent Jameson RTD Liquid Test Research July 2021, 7. NIELSEN YTD 09/19/2020 Source: Loyalty Card Data Ending July 2020.

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