



JAMESON®

The RTD category has experienced exponential growth in recent years (22x faster than Spirits over 5yr CAGR⁴). In Spring 2022, Jameson launched the first Irish Whiskey RTD – Jameson Ginger and Lime, and is now launching **TWO new refreshing flavors, Jameson Lemonade and Jameson Cola!**



Insights / Trends

- Consumers expect a variety of flavors when it comes to RTDs as **flavor is the #1 driver of choice**³
- Spirits based RTDs have grown **+115%** in L52W, and Whiskey RTDs have grown **+394%** in L52W⁴
- Jameson Cola RTD significantly preferred¹ and Lemonade significantly outperforms² key competition on taste



Category Opportunity

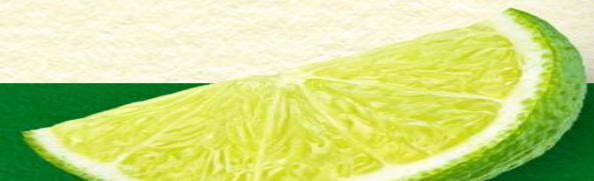
- Jameson is the **#1** Growth driver in Total Whiskey⁵
- **92%** of consumers are interested in purchasing Jameson RTDs⁶

RTD PROJECTED GROWTH

2020 → 2025



1. Gastrograph AI Liquid Screening September '23 – Preference score vs. Jim Beam Bourbon & Cola; 2. Gastrograph AI Liquid Screening September '23 – Preference score vs. Jack Daniel's Tennessee Honey, Crown Royal Whiskey & Cola, Jim Beam Ginger Highball and Bourbon & Cola, Cutwater Whiskey Mule; 3. PRUSA "RTD-RTS-Emerging Innovation Spaces_August2021"; 4. Nielsen XAOC + LiqPlus, (IWSR Spirits Based RTDs in US) + Jameson RTD Ad-Hoc Idea Screen (Upside October '21); 5. Nielsen Total US XAOC + Liq L52W W/E 2/12/2022; 6. NIELSEN TOTAL US – XAOC + LIQ PLUS LATEST 52 WKS – W/E 02/06/21; 6. Post Trial Unpriced %12B Purchase Intent, RTD Liquid Test Research July 2021.





MEDIA SUPPORT

JULY – SEPTEMBER	
RTD support will continue into Summer F23, with new flavor communications into Fall Sports	
	SUMMER
Digital	Paid Digital & Search
Social	Paid Social
eComm	Jameson RTDS e-Comm
L3F Programming	Jameson RTDS L3F Tools

SRP: \$14.99
ABV: 5%
SIZE: 4 x 355ml,
TIMING: Aug '22

OFF-PREMISE RETAIL STANDARDS

Shelf Management



Shelf Location:
RTD Shelf at eye level

Adjacencies:
Above or in line with key competitors



IN STORE TOOLS

3 Case Bin

Shelf Talker

Case Card & Cooler Decal

Spring Load Bin

Corrugate Can Standee

Channel Priorities

- 1) Liquor Chain 2) Indy Liquor 3) Grocery 4) Mass

Distribution Priorities

- 1) RTD Shelf section
- 2) Cold Box
- 3) Dump Bins

NEW PRODUCT SPECS



- Jameson Cola:**
- Can UPC: 0-80432-00005-2
 - 4-Pack Code: 0-80432-00006-9
 - Tray Code: 100-80432-00005-
- Jameson Lemonade:**
- Can UPC: 0-80432-00007-6
 - 4-Pack Code: 0-80432-00008-3
 - Tray Code: 100-80432-00007-3

*Outer Packaging Images Not Final

