

NEW

— INTRODUCING TWISTED TEA —

SWEET TEA WHISKEY

For over 20 years, Twisted Tea has been the king of **tailgates and day drinks**. But now, in partnership with **Boston Beer Co.**, we're shaking up shelves by bringing our legendary FMB to the world of spirits.

We present you - **Twisted Tea Sweet Tea Whiskey**, or as we like to call it, **Twiskey**. Coming to a cocktail, stadium parking lot, or night out near you, we're taking the same tenacity our **loyal fans** know and love from the **#1 FMB Brand in the US**, to the flavored whiskey category.

Sweet, smooth, made with real brewed tea and real whiskey, this 32.5% ABV spirit is ready for its debut wherever the good times are pouring. Since it's launch, Twisted Tea Whiskey is already the **#2 tea flavored spirit**!

**WHISKEY
—
MADE
WITH REAL
BREWED
TEA**



Source: Nielsen AOD, TTL US - xAOC + LiqPlus + C-Str, L13W w/e 11/05/22

**SMOOTH AND SWEET
WHISKEY MADE WITH
REAL BREWED TEA.**

PRODUCT DESCRIPTION

*Twisted Tea Whiskey takes the **refreshingly smooth iced tea flavor** you know and love from Twisted Tea and infuses it with a flavor **kick of classic whiskey** and a **sweet taste**. Made with real brewed tea and natural flavors.*

SIZE	ABV/PROOF	MSRP	KEY RTBs	TASTING NOTES
50ml 375ml 750ml 1L 1.75ml (Timing TBC)	32.5% ABV, 65 Proof	\$15.99 per 750mL parity to Jim Beam Flavors / +\$1 to Fireball	Made with real brewed tea, inspired by the great taste of Twisted Tea Hard Iced Tea	Classic sweet tea balanced by lemon and whiskey

We will leverage the trusted Twisted Tea brand to introduce a strong contender into the flavored whiskey category. Twisted Tea Sweet Tea Whiskey is great as a shot, but also makes approachable, simple and delicious drinks that will appeal to Twisted Tea fans, Flavored Whiskey drinkers and bring new drinkers into the category.

WHY TWISTED TEA WHISKEY?

Why Twisted Tea?

Twisted Tea finished 2021 as the largest brand in FMB with nearly 25% share¹. The brand continues to experience huge growth and is on track to be a billion-dollar brand for BBC in the near future.

Twisted Tea has 6 of the top 20 selling FMB SKUs and the 4 fastest growing FMB SKUs¹. 2 of the top 3 are single serves¹, proving brand strength in C-Store.

Why Flavored Whiskey?

Twisted Tea Drinkers like whiskey, with ¾ active in whiskey². 13% of Twisted Tea shoppers already purchase flavored whiskey, and 25% of repeat Twisted Tea buyers entered the whiskey category in the past year².

Twisted Tea Whiskey tested very strongly with consumers, with 93% interest among Twisted Tea drinkers, 86% purchase intent of the full sample size, and 76% interest among non-Twisted Tea drinkers³.

¹Source: IRI MULO + Conv; L52W thru 12/26/2021; all data from BBC, unless noted, ²Numerator Panel Data Ending 04/30/22, ³Liquid research CLT, Among flavored whiskey drinkers, interested in trying sweet tea whiskey; 50% twisted tea drinkers, 50% non-TT users

COMMERCIAL & MARKETING FOCUS

OFF-PREMISE

Focus on the Off-Premise to drive volume where Twisted Tea consumers already shop. Increase basket size through cross-merch.

ON-PREMISE

Seed Twisted Tea Whiskey in the On-Premise, bringing the brand into a new environment.

OPTIMIZING BASED ON PHASED LAUNCH

KEY FINDINGS & OPTIMIZATIONS

Serve Strategy: Bet on the Shot

- *The Twiskey shot shows strong potential, particularly in high energy accounts*

Communicate this is Flavored Whiskey

- *Lean into "whiskey" messaging & ensure proper placement in Flavored Whiskey aisle (and/or with Twisted Tea FMB when possible) in store*

Provide Serve Inspiration

- *Show consumers how to drink Twiskey, always featuring the shot in comms*
- *Opportunity to use simple plus ones for lower energy serve occasions*

Leverage Cross-Merch to Drive Visibility

- *Use X-Merch as a way to attract Twisted Tea & Flavored Whiskey drinkers*
- *Drive awareness in-store at points of disruption*

