

WE DID IT FIRST | WE DO IT BEST

EARNED ONE SHOT AT A TIME



- GROWTH BRAND'S RISING STAR AWARD IN 2011
- IMPACT MAGAZINE'S HOT PROSPECT AWARD 3 YEARS IN A ROW
- WORLD'S BEST WHISKEY LIQUEUR IN 2010
- ICONS OF WHISKEY AWARD IN 2009

*Shoot
This*

DRINK STRATEGY

- Ultimate party shot that's sweet and smooth with a kick
- Best served as an ice-cold shot, straight from the freezer

BRAND STORY

- American honey is a sweet shot coupled with Kentucky bourbon to deliver that famous kick
- American Honey is the Original Honey Bourbon Liqueur
- American Honey is the smoother, sweeter side of Wild Turkey

TASTING NOTES

With hints of caramel, citrus and vanilla, American Honey starts with a smooth honey taste and finishes with the unmistakable kick of Wild Turkey.



Be Smooth. Enjoy Responsibly.

WILD TURKEY American Honey® Liqueur, 35.5% Alc./Vol. (71 Proof).
Campan America, San Francisco, CA. ©2012

THIS HONEY IS FLYING OFF THE SHELF



American Whiskey Aisle



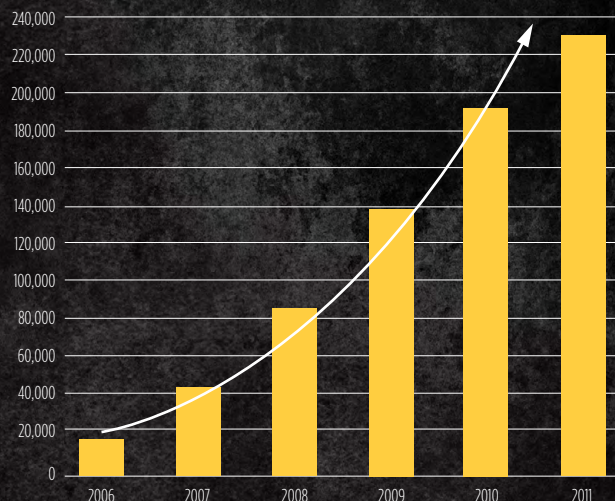
Cordials Aisle

WE'RE PUTTING OUR MONEY WHERE OUR HONEY IS

- In 2012 American Honey is investing \$4MM in OOH, digital and print media



HOW SWEET IT IS TO SEE NUMBERS LIKE THESE



American Honey Vol 9L Cases Depletions 2011

Randi
2012 AMERICAN HONEY
CALENDAR COVER WINNER



SCAN THE CODE
TO SEE OUR VIDEO



Bottle UPC Code



Case SCC Code



SPECIFICATIONS / PALLET CONFIGURATION

Weight per case (lbs)	38.678 lbs
Cases per layer	14
Layers in pallet	5
Cases per pallet	70
Cases per container	490
Case Length (cm)	34.14 cm
Case Width (cm)	25.73 cm
Case Height (cm)	29.21 cm

PRICING	1.75 L	1 L	750 ml	375 ml	50 ml
Every Day Price	\$45.99	\$29.99	\$22.99	\$13.99	\$1.99
Deep Deal	\$39.99	\$26.99	\$19.99	\$9.99	\$1.49