

KARE BLEND

EXTRA **E&J** SMOOTH

VANILLA

SMOOTH VANILLA TASTE WITH NOTES OF CARAMEL

- Flavors in Brown Spirits are booming!
- E&J Flavors were 2 of the top growth items in flavored brown spirits in 2016!
- 93% of brown spirits consumers rated E&J Vanilla higher than Crown Vanilla

E&J VANILLA HAS VERSATILE MIXING OPTIONS!

Tastes great mixed with root beer, cola, lemon-lime soda and ginger ale



E&J VANILLA FLAVORED BRANDY

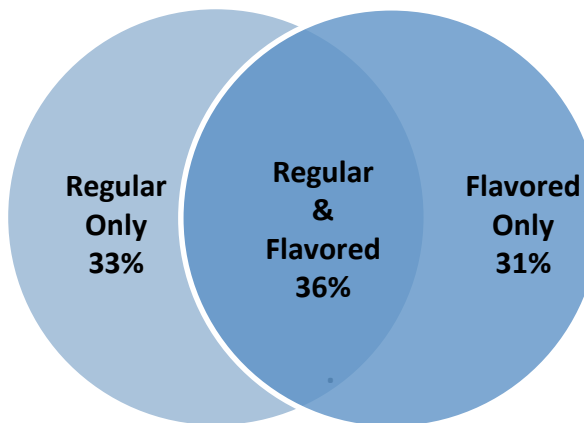
Flavored Brandy is Growing Faster than Major Spirit Categories, including Whiskey, Vodka, and Total Spirits



E&J Vanilla is a smooth, balanced brandy offering sweet vanilla taste with notes of caramel. E&J Vanilla is best served over ice or your favorite mixer.

60 Proof (30% alc. by volume)
50ml, 200mL, 375ml, 750mL

Brandy Consumer Population



E&J Flavors are Bringing New Consumers to the Brand

Flavored Brandy Consumers vs. Regular Brandy Consumers³

- Younger
- More likely to be female
- Higher income