






JIM BEAM® ORIGINAL



FEATURES & BENEFITS

-  Founded in 1795, Jim Beam® has been operated by one family for seven generations. We've always created bourbon our way, aging it twice as long as the law requires. That's how we Make History every day.
-  Today, bourbon is recognized around the world as America's native spirit, led by Jim Beam®, the world's No. 1 bourbon.
-  It can't say "bourbon" on the label if it's not distilled and aged in the United States. It can't be "Kentucky Straight Bourbon" unless it's distilled and aged in Kentucky for at least 2 years. And it can't say Jim Beam® unless it's been made by seven generations of one family.
-  The only thing that can be added to bourbon is water (and only to bring it down to proof). Other whiskey makers can add colors (often caramel) and flavors to their products. But then, they can't call their whiskey bourbon.
-  Our jug yeast is a closely guarded family secret. It's the same strain of yeast we've used in our bourbon-making process since Prohibition ended, so it's more than 75 years old, and it ensures our Jim Beam® bourbon is consistent, bottle to bottle.

PRODUCT DETAILS

SIZES 50ml, 100ml, 200ml, 375ml, 750ml, 1L, 1.75L

SUGGESTED PRICING

750ml \$5 below Jack Daniels®

1.75L \$10 below Jack Daniels® Flavors

PROOF 80

TASTING NOTES

COLOR Light caramel

AROMA Oak vanilla, spicy backdrop

TASTE Medium-bodied, mellow hints of caramel and vanilla

FINISH Toasted oak with some sweetness

drink  smart®

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Jim Beam® Original Kentucky Straight Bourbon Whiskey infused with Apple Liqueur, 40% Alc./Vol.

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MAKE HISTORY®



OVERCOMING OBJECTIONS

"WHY SHOULD I CARRY JIM BEAM BOURBON?"



Jim Beam® is the world's #1 best-selling bourbon¹ with 7 family generations perfecting the craft of Bourbon making



Steeped in history and heritage, Jim Beam® Original continues to grow +6%², inspiring and inviting consumers to the category with our treasured Bourbon



Aged four years, twice as long as required by law for Straight Bourbon Whiskey, resulting in a fuller, smoother taste

2016 MARKETING SUPPORT



Jim Beam® Original is the face of the Make History® campaign, a full year multichannel campaign engaging LDA Millennial and Hispanic consumers with elevated quality messaging throughout TV, OLV, Digital, Search, Social, Sampling, POS and VAPs.



New TV Spot "Look Inside" features the newest member of the Beam family, Mila Kunis and will run on Sports, Late Night and Entertainment programs all year.



Spanish TV spots and POS created for Hispanic media partnerships and markets.



Jim Beam® Taste Challenge & Higher Standard on premise activation, as well as, Bourbon Bar Off Premise Sampling activation in markets February – December.

DRINK STRATEGY

- **PLUS 1: JIM BEAM® & COLA (OR GINGER ALE)**
- **COCKTAIL: JIM BEAM® BOURBON SOUR**
 - 2 parts Jim Beam® Original
 - 1 Lemon Juice
 - 1/2 part Lemon-Lime Soda
 - 1/2 teaspoon Granulated Sugar
 - 1 Lemon Slice
 - 1 Cherry

Mix Jim Beam® Bourbon with lemon juice, soda, sugar, and ice in a cocktail shaker. Shake well, and strain into a whiskey sour glass. Garnish the glass with a lemon slice and a cherry. Or combine 2 parts Jim Beam® Bourbon with a favorite sweet & sour mix. Garnish with a lemon slice and cherry. Serve in a cocktail glass.

SIGNATURE SERVE



JIM BEAM® & COLA

- 4 parts Cola
- 2 parts Jim Beam® Original
- Lime Wedge

Build over ice in a tall highball glass. Garnish with a lime wedge.

SUGGESTED SHELF GUIDELINES



**JIM BEAM®
ORIGINAL WHITE
LABEL IS PRIORITY
#1 AND SHOULD
RECEIVE THE BEST
SHELF POSITION**

Jim Beam® White Label > Jim Beam® Black > Jim Beam® Bonded >
Jim Beam® Devil's Cut > Jim Beam® Single Barrel

PRODUCT SPECS

50ML
JIM BEAM® ORIGINAL
UPC 0080686001904
SCC 10080686001901

750ML
JIM BEAM® ORIGINAL
UPC 080686001409
SCC 10080686001406

100ML
JIM BEAM® ORIGINAL
UPC 080686001805
SCC 10080686001574

1L
JIM BEAM® ORIGINAL
UPC 080686001201
SCC 10080686001208

375ML
JIM BEAM® ORIGINAL
UPC 080686001607
SCC 10080686001277

1.75L
JIM BEAM® ORIGINAL
UPC 080686001102
SCC 10080686001109

1. IWSR 2015

2. Nielsen TTL xAOC*, \$ Sales and \$ % Chg, 52 WE 12/5/15



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