



GUINNESS IS INTRODUCING A BIG BOLD ALE, AGED IN BOURBON BARRELS



THE BARREL-AGED BEER SEGMENT IS EXTREMELY STRONG AND CONSUMERS ARE SEEKING MORE



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- Consumer demand for barrel-aged beer has moved beyond just craft beer aficionados
- Once rare, barrel-aged beers are accessible and enjoyable
- Barrel-aged beer **sales exceeded \$47M** and account for **13.5% of the total beer category**²

AND IT HAS OPENED THE DOORS TO A FLOOD OF NEW ENTRANTS

- Both small and large breweries alike are innovating in this space year after year¹
- Retailers are seeing more offerings than ever before, dedicating entire cooler doors to accommodate barrel-aged beers³

1. <https://beveragedynamics.com/2021/10/03/2021-beer-growth-brands-awards-top-beer-trends>
2. Total US xAOC Barrel-Aged L52wks 2.7.22
3. <https://www.winemag.com/2020/10/21/best-barrel-aged-beer/>

INTRODUCING GUINNESS OLD FASHIONED INSPIRED ALE BOURBON BARREL-AGED WITH ORANGE & CHERRY



PRODUCT DETAILS

- **ABV:** approx. 10.5%
- **FORMAT:** 4x11.2 oz bottle in 4pk pack
- **SHIPPING:** September 2022
- **ON SHELF:** October 2022
- **SRP:** \$19.99 4/pk
- **BARRELS:** Bourbon

TASTING NOTES

- **APPEARANCE:** Deep amber with an off-white head
- **AROMA:** Raisin, toffee, light citrus, vanilla
- **FLAVOR:** Full-bodied, oaky, lightly fruity, rich mouthfeel
- **BREWER'S NOTES:** Ale aged in bourbon barrels, with sweet cherry and orange purees added post-barrel

Inspired by our favorite cocktail,
a Bourbon Old Fashioned, this beer was born.

When you hear "Old Fashioned", certain flavors come to mind right away--warming vanilla and oak, sweet cherry, and bright orange.



THE BREWERS ON CREATING GUINNESS OLD FASHIONED INSPIRED ALE



Peter Wiens – Brewmaster



Sean Brennan – Head Brewer

“Taking inspiration from the iconic spirit brands at Diageo we started exploring cocktail-inspired beers at the OGB.”

Old Fashioned cocktails are top of the list for the brewing team and with this concept, we looked to brew a beer version of this classic cocktail by aging the beer in bourbon barrels and added orange and cherry just like you would when you mix an Old Fashioned.”

**Sean Brennan – Head Brewer,
GUINNESS OPEN GATE BREWERY**

PRIOR GUINNESS BARREL-AGED OFFERINGS



2018



In 2018, we brewed GUINNESS Antwerpen Stout + Bulleit Bourbon Barrels.

2019



In 2019, we brewed a Russian Imperial Stout and a Barley Wine aged in Bulleit Bourbon Barrels.

2020



In 2020, we brewed GUINNESS Imperial Stout and GUINNESS Imperial Gingerbread Spiced Stout, both aged in bourbon barrels.

2021



In 2021, we brewed GUINNESS Chocolate Mint Stout aged in bourbon barrels.

MARKETING SUPPORT



NATIONAL PR & COMMS

STORYTELLING TO DRIVE PURCHASE

SOCIAL MEDIA

CONTENT TO DRIVE PURCHASE



11,000 POSTS



587, 486 POSTS



1.9M VIEWS

SAMPLING

LIQUID TO LIPS

IMPACTFUL POS & OOH

NEW LOOK AT PURCHASE



PLEASE DRINK RESPONSIBLY.

PRODUCT SPECS & UPCS



330ML SHIPPER



330ML CARTON



330ML BOTTLE LABEL



Brand Name	Guinness
SKU Description	Guinness Old Fashioned Style Ale
Size	11.2oz, 4pk
Container type	11.2oz glass bottle
SKU #	777561
Container UPC	82000791997
Carton UPC	82000801542
Shipper or tray UPC	82000801559
Proof/% ABV	~10.5% ABV
Units per shipper or tray	24
Retail units per shipper or tray	6
Shippers or trays per tier	10
Tiers per pallet	2
Shippers or trays per pallet	20
Shipper or tray weight (lbs)	28.25 lbs
Full pallet weight	615 lbs
Carton Dimensions	
Length	5.2 in
Width	5.1 in
Height	7.839 in
Shipper or Tray Dimensions	
Length	15.5 in
Width	10.625 in
Height	8.438 in
Pallet Dimensions	
Length	40 in
Width	48 in
Height	22.376 in
Can or Bottle Dimensions	
Length	2.44 in
Width	2.44 in
Height	7.839 in

