

JACK DANIEL'S COUNTRY COCKTAILS

10oz 12 PK Bottle Variety Pack

KEY DETAILS

A refreshing fruit flavor variety pack, featuring Jack Daniel's Country Cocktails' most popular flavors— **Downhome Punch**, **Southern Peach**, **Watermelon Punch**, and **Lynchburg Lemonade**.

- ABV – 4.8%
- A refreshing take on a Tennessee Tradition
- Inspired by over 150 Years of Jack Daniel's premium craft tradition
- Shelf Life: 18 months
- Suggested PTC: \$16.99/Unit

TARGET CONSUMERS

- 34 – 53-year-olds who enjoy entertaining friends and family at home. They are Millennials and Gen Xers who mostly live in rural or suburb areas with a high household income.

SHELVING GUIDELINES

- Category placement - Primary placement (1st position, eye-level) within the FMB section of the cold box
- Adjacencies – Next to Mike's Hard Lemonade bottle Variety Pack
- Shelf location – Cold Box at eye level.
- End cap or Floor Display with visible POS. Stand-alone display where possible

UPC



Multi-Pack



Shipper

REASONS TO BELIEVE

- **Fastest growing FMB** – JDCC is now a top 10 FMB brand with the highest cumulative growth rate of any top FMB brand over the last 2 years +46%. Variety pack allows us to add 1 new item per store and grow our velocity. (Nielsen Retail Audit W/E 12/18/21)
- **High-value shoppers** – JDCC shoppers are more valuable than FMB shoppers with a 30% higher basket ring vs an average FMB brand-consumer (\$81 vs \$63) Attracting JDCC shoppers will increase sales across all categories, not just Alc Bev. ((Numerator Insights Shopper Panel 11/14/21)
- **High consumer interest in variety pack** – 72% of FMB shoppers said they are likely or very likely to purchase the new JDCC Variety pack if available the next time they are shopping FMB. (Gut Check Adhoc study with 4k FMB shoppers)

