

# JACK DANIEL'S

COUNTRY COCKTAILS®

## BOLDER



Downhome Punch

Southern Peach



# JACK DANIEL'S COUNTRY COCKTAILS BOLDER SINGLE-SERVE

Refreshing flavor and bold taste, all in a convenient single serving.

<b>FLAVORS</b> Downhome Punch, Southern Peach	<b>DESCRIPTION</b> JDCC Bolder satisfies your desire for bold and flavorful refreshment. Delivering an easy-to-drink experience of refreshing flavor and bold taste.	<b>ABV</b> 8.0%
<b>PACK SIZE:</b> 23.5oz Single Serve	<b>AVAILABLE IN:</b> National Launch	<b>PRICE:</b> \$3.99 PTC

## REASONS TO BELIEVE

<b>THE POWER OF JACK</b> Leveraging the #1 Whiskey brand in the world and #7 FMB multipack brand to bring bold flavors to FMB Singles	<b># 1 SINGLES SEGMENT</b> The FMB segment holds the top spot within the Single Serve space, accounting for 26% of the mix and 42% of dollar growth (Nielsen L26W)	<b>HIGH ABV FMB SINGLES</b> 81% of non-Tea FMB Singles are 8% ABV or higher – JDCC Bolder has the strength to compete with top FMB Singles
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## RECRUITING CONSUMERS

### TARGET CONSUMER

26-45-year-olds. Older Millennial Gen-X



Social  
Engagement



Sampling &  
Demos



In-Store  
Displays &  
Promo



Pack Design