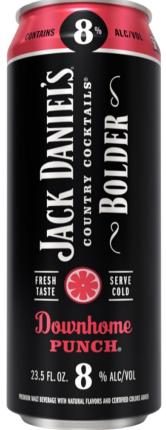
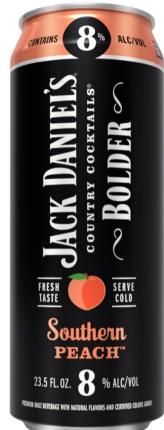
JACK DANIELS







Downhome Punch



Southern Peach



JACK DANIEL'S COUNTRY COCKTAILS BOLDER SINGLE-SERVE

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

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

REASONS TO BELIEVE

THE POWER OF JACK

Leveraging the #1 Whiskey brand in the world and #7 FMB multipack brand to bring bold flavors to FMB Singles

1 SINGLES SEGMENT

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)

HIGH ABV FMB SINGLES

81% of non-Tea FMB Singles are 8% ABV or higher – JDCC Bolder has the strength to compete with top FMB Singles

RECRUITING CONSUMERS

TARGET CONSUMER

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









