

JACK DANIEL'S COUNTRY COCKTAILS HARD TEA



JDCC STORY

- Jack Daniel's Country Cocktails Hard Tea is a new twist on tradition. JDCC Hard Tea is the perfect combination of real black tea, ripe, true-to-fruit flavor, and a balanced, sweet finish. JDCC Hard Tea brings FMB drinkers a bold and refreshing quality experience for those who know what tea is all about.

PITCH

- JDCC is a hard tea that offers four delicious flavors with a southern twist that is smooth, bold, and refreshing. Would you like to try one of our flavors today?



ORIGINAL

A recognizable classic. Refreshingly bold black tea flavor balanced with a smooth, sweet finish.



PEACH

Fresh peach aroma and ripe peach flavors with a balanced, smooth finish. Delivering an authentic peach experience.



BLACKBERRY

Subtle berry aroma and earthy notes, balanced by sweet, ripe blackberry and bold black tea on the finish.



RASPBERRY

Sweet berry aroma, fleshy ripe red raspberry tones with a balanced, smooth finish.

SAMPLING LOOK OF SUCCESS



Table Set Up Must Include:

- Black Tablecloth (Branded preferred)
- Acrylic Ice Bucket
- Ice cold Samples!
- Branded Wearable
- Point of Sale Rebate or Sweepstake Offer
- Giveaway items (where legal) such as koozies, keychains, etc.

Display Standards

- Each sampling requires a mandatory 10-case minimum display stack next to the sampling table.
- Displays should feature an Evergreen case card, Rebate offer, or Sweepstakes.
- Displays and sampling tables should include pricing!



JDCC HARD TEA FAQ



“DOES THIS CONTAIN WHISKEY?”

No, JDCC contains no whiskey. It is a Flavored Malt Beverage.

“HOW MUCH ALCOHOL IS IN HERE?”

JDCC Hard Tea contains 5% ABV.

“WHAT ARE THE CALORIES AND SUGARS IN THESE?”

Jack Daniel's Hard Tea calories range from 180-190 calories and 17-20g of sugar per 12oz serving.

“HOW DO I GET THE REBATE?”

Follow the QR code by using your smartphone camera or text the number on the poster. You'll then be taken to an online portal where you'll need to input your contact information and upload a photo of your receipt.

“WHEN DO I GET MY MONEY BACK?”

Once you upload a photo of your receipt, you'll be asked for either your PayPal or Venmo account details. You'll then get your money back usually 48-72 hours later. It's that simple!

“HOW WILL I KNOW IF I WON THE SWEEPSTAKES?”

Once the contest closes, a member of the Redmoon Marketing Team will reach out!



PACK SIZE: 12PK 12OZ SLEEK CAN VP

MARKETS: CA, TX, ID, AL, GA, SC, NC, TN,
KY, IL, MI, WI, PA

STR: March 2024

PRICE: \$17.99 PTC



JACK DANIEL'S COUNTRY COCKTAILS HARD TEA VARIETY PACK

A bold and refreshing Southern country drinking experience.

FLAVORS	DESCRIPTION	ABV
Original, Peach, Raspberry, Blackberry	JDCC Hard Tea combines real black tea with a ripe, true-to-fruit flavor for a balanced, sweet finish.	5.0%

REASONS TO BELIEVE

The Power Of Jack Bringing Southern Sophistication to the Tea Category JDCC has a strong shopper that naturally extends into Tea	High Basket Spend JDCC has a 58% higher basket size than the rest of FMB and 73% higher spend vs. Twisted Tea. JDCC Consumers bring value to both the category and the store.	Tea Style FMB #1 Growth Flavor Pool +42% (Latest 52 Weeks - Nielsen) Hard Tea Category is dominated by 1 major player (Twisted)
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RECRUITING CONSUMERS

TARGET CONSUMER:
25–53-year-olds. Older Millennial Gen-X



Social Engagement



Sampling & Demos



In-Store Displays & Promo



Pack Design