



JACK DANIEL'S COUNTRY COCKTAILS STRAWBERRY PUNCH

DESCRIPTION

Delicious strawberry flavor, bright citrus notes, and a sweet finish make this a light, easy-to-drink experience.

ABV

4.8%

REASONS TO BELIEVE

THE POWER OF JACK

Bringing the #1 Spirit Brand in the World into the FMB category

GROWING FLAVOR

4 of the top 10 fastest-growing Non-Alc Beverage flavors are Strawberry, including the top 2

DRIVES \$\$

Strawberry flavors are 2% of the Non-Alc Bev mix and **9% of \$ Growers**

RECRUITING CONSUMERS

TARGET CONSUMER

28-53.
Older Millennial-Gen-X



PR & Social
Outreach



In-Store
Displays



Sampling &
Demos



Promos

PRICING

\$9.99 PTC
(Recommendation)

PACK SIZE	6-pk 10 oz Glass Bottle
STR	MARCH 2025
BOTTLE SKU	 8 40245 60043 2
6-PACK SKU	 8 40245 60044 9