

EXPERIENTIAL ASSETS



(1) 53' JDX MOBILE TOUR TRAILERS



(1) 60' X 90' CLEAR SPAN TENT



(1) 53' STAGE BAR TRAILER



(1) 53' GROUND BAR TRAILER



(4) 31' AIRSTREAM



CAVE SPRING COOL DOWN



MOTORCYCLE OPTIONS



ENGRAVING VAN



RED SPEEDWAGON FIRE TRUCK



JDTB JACK'N 4 BEATS MOBILE MUSIC STUDIO



JACK & COKE TRAILER

JACK DANIEL'S



Jack Daniel's Ready-to-Drink Cocktails

AMERICA'S #1 BAR CALL

The perfect mix of real Jack Daniel's Tennessee Whiskey and cola at 7% ABV.

CRISP & DELICIOUS

Boasting the unmatched quality of Jack Daniel's Tennessee Apple Whiskey with a crisp, citrus twist.



A REFRESHING & WELCOMING MIX

Real Jack Daniel's Tennessee Whiskey, Honey, and Lemonade perfectly mixed at 7% ABV.

Creative Campaign



50%

THE RATE IN WHICH THE CATEGORY IS GROWING

355MM

OVER 355MM CASES OF RTDS ARE SOLD IN THE US MAKING IT THE MOST IMPORTANT RTD MARKET IN THE WORLD.



#1 WHISKEY RTD GLOBALLY



BROWN-FORMAN

PROGRAMMING ACTIVATIONS



150  BROWN-FORMAN

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A high-angle, dimly lit photograph of a recording studio. A person wearing a brown jacket is seen from behind, reaching up to adjust a pink audio rack unit. To their left, another person in a camouflage t-shirt is partially visible. The studio is filled with professional equipment, including a large computer monitor displaying a digital audio workstation (DAW) interface, several large black studio monitors, and various pieces of audio gear on a desk. The overall atmosphere is focused and creative.

WHY JACK + MUSIC

Music is in Jack's legacy. It's a huge part of how Jack has appeared in culture for decades. Bands and pop culture icons proudly carried a bottle of Jack and wore t-shirts with the iconic label design...and they did it without being paid a penny by the brand.



MUSIC IS AT THE HEART OF MODERN CULTURE

Music is foundational to the lives of our Independent Spirits. Almost 70% of global LDAs say music is their #1 passion and 61% say they can't go a day without listening to music. They are increasingly turning to music when they need to escape from a world of constant visual stimulation.

69%

OF LDAs GLOBALLY SAY
MUSIC IS THEIR #1 PASSION

61%

EVEN SAY THEY CAN'T GO A
DAY WITHOUT LISTENING
TO MUSIC

ENJOYED FROM
BACKSTAGE
TO THE
BACK OF THE CROWD

LIVE TONIGHT
WHIP & THE DIPSTICKS
\$4 JACK & COKE
ALL NIGHT



DRINK RESPONSIBLY

JACK DANIEL'S and OLD No. 7 are registered trademarks. ©2019 Jack Daniel's Tennessee Whiskey, 40% Alc/vol (80 proof). Distilled and Bottled by JACK DANIEL DISTILLERY, Lynchburg, Tennessee.

SUMMER OF JACK & MUSIC

Jack Daniel's is not just a whiskey. It's a world-class badge that has been an integral part of music culture for over 150 years. Whether you are backstage or in the back of the crowd, Jack is always where the music is made.

PROPERTY ACTIVATIONS

- Unlock Jack's Secret Menu through QR code signage across the arena and on digital boards



BOURBON MONTH - THE SUITE LIFE

THE PROGRAM-Whiskey Worth Knowing

- The Month-Long program can be part of a progressive LTO menu experience pairing signature food items to one of our premium whiskey brands.
- Week 1 - OF
- Week 2 - WR
- Week 3 - JDSB
- Week 4 - GJ



WHISKEY WORTH KNOWING

AMERICAN WHISKEY. REAL STORIES. UNBELIEVABLE CHARACTER.

200
HUNDRETH YEAR
HAYWARD
&
STEWART

1 in 100
BARRELS
HARDY DISTILLED

1st
BOTTLED
BOURBON

2x
DISTILLED FOR
WOODFINES

WHISKEY WORTH KNOWING

LEARN FROM OUR
WHISKEY WHISPERER
and get cocktail recommendations.

RETHINK YOUR TEQUILA AND YOUR COCKTAIL

Summer is calling. Bring consumers into the magical world of Tequila Herradura by shaking up summer, OR any time!

- Explore the possibilities of tequila cocktails through flights.
- Transform your cocktail making by entering to win a bar cart for your home.



CONSUMER MINDSET

- Enjoy being outdoors
- Laid back and relaxed schedules
- Financial health typically takes a backseat (less sensitive to spending)

TOP DRINKS & FLAVORS FOR SUMMER

- **Top Cocktails:** Margaritas & Frozen Drinks
- **Top Margarita Flavors:** mango, watermelon, peach
- **Top Fresh Fruit Flavors for Cocktails:** pineapple, coconut water, lemon, lime
- **Top Mixers:** Club soda

Transition to Fall by changing up the flavors:

Apple, Pomegranate, Peppercorn...

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BROWN-FORMAN

EXTRAORDINARY COCKTAIL FLIGHT PROGRAM



Activation:

- Partner with bartenders to create flight programs fit for the property for summer. Bartenders can showcase their talent and localize recipes based on bar concepts and summer “themes” for a signature flight offering:
 - **ex)** Taste of Extraordinary Summer: 4 cocktails featuring top margarita & summertime flavors (peach, pineapple, watermelon, coconut)
 - **ex)** Flight to Mexico: 4 cocktails inspired by travel destinations in respective region or in Mexico, paired with signature cuisine appetizer.
- To make it easy for bartenders to prepare and serve flights, customize with alternative serves:
 - Shot, Margarita, 2 Craft Beer samplings
 - Father’s Day Tequila Herradura Old Fashioned flight



RECIPE SUGGESTIONS IN APPENDIX



BROWN-FORMAN

FROZEN FOR ALL SEASONS

Spring | Frozen Margarita



el Jimador
TEQUILA

Summer | Jack Honey & Lemonade



JACK DANIEL'S
Tennessee
HONEY

Autumn | Jack & Cola



JACK DANIEL'S
OLD
N^o 7
BRAND

Winter | Jack Apple Cider



JACK DANIEL'S
Tennessee
APPLE

FROZEN SUGGESTIONS



5 GALLON FROZEN MARGARITA RECIPE

5 LITERS el Jimador
10 LITERS La Paz Margarita Mix
5 CUPS Filtered Water

****FOR DIFFERENT FLAVOR VARIATIONS ADD ½ oz Monin syrup to the margarita in the glass****

For smaller machines use this ratio break down to create recipe

1L EJ
2L Margarita Mix
1 Cup h2o

METHOD: Add all ingredients to machine. Should freeze within 1 hour

5 GALLON CLASSIC FROZEN JACK & COKE

4.5 LITERS of Jack Daniel's Old No. 7
11.25 LITERS (~3 Gallons) Coca-Cola
9 CUPS Filtered Water

For smaller machines use this ratio break down to create recipe

1L Jack Daniels
2.5L Coke
2 Cups h2o

5 GALLON VANILLA FROZEN JACK & COKE

4.5 LITERS of Jack Daniel's Old No. 7
9 LITERS of Coca-Cola
4.5 CUPS Monin Vanilla Syrup
9 CUPS Filtered Water

For smaller machines use this ratio break down to create recipe

1L Jack Daniel's Whiskey
2L Coke
1 Cup Vanilla (can sub other flavors if sugar content is comparable)
2 Cups H2o

METHOD: Add all ingredients to machine should freeze within 1 hour

JACK HONEY SIDECAR

1.5 parts Jack Daniel's Tennessee Honey
.5 part Lemon juice
.5 part Simple Syrup (1:1)
1 part Water

JACK & BLACK RASPBERRY COKE

2 parts Jack Daniel's Whiskey
.5 parts Chambord
3 parts Coke



DERBY LIKE A LOCAL



GUESTS WANT TO FEEL LIKE A LOCAL AND HAVE A GREAT EXPERIENCE

Activation: Specialized training for bar staff from Elizabeth McCall, Asst. Master Distiller at Woodford Reserve

- Woodford Spire
- Mint Julep

CONSUMER INSIGHTS:

- 21 million spirit drinkers celebrate Derby on and off-premise (May- Holidays B-F Study 2019)
- 88% of Derby celebrators consume alcohol, with bourbon and whiskey being the most popular spirits (May- Holidays B-F Study 2019)



Levy



BROWN-FORMAN



SAVE THE BEES, PLEASE



MADE WITH REAL HONEY

SAVE THE BEES, PLEASE

the bee conservancy

Jack Daniel's Tennessee Honey is donating \$50,000 to the Bee Conservancy to help further their work in protecting Bees, strengthening habitat, and building communities together

SCAN TO DONATE NOW



Nº1 HONEY-FLAVORED WHISKEY IN THE US 54% VALUE SHARE*

155 + MILLION

Drinks of Jack Honey Are Consumed In The US

Source: Nielsen through 10/31/20

 MADE WITH REAL HONEY

 BLENDED WITH OLD NO. 7

 NATURALLY SWEET, SMOOTH FLAVOR

RECIPES

JACK HONEY SMASH

- 2 oz Jack Daniel's Tennessee Honey*
- 6 oz Muddled Berries
- 1/2 oz Lemon Juice
- 1/4 oz Simple Syrup
- Crushed Ice

TENNESSEE HONEY & LEMONADE

- 2 oz Jack Daniel's Tennessee Honey*
- Lemonade

TENNESSEE HONEY & GINGER BEER

- 2 oz Jack Daniel's Tennessee Honey*
- Ginger Beer

The Jack Daniel's Tennessee Honey team will supply printed materials to support the LTO drink menu. This includes:

- Posters
- Social Media Support
- Napkins/Coasters

All materials can include the drink offerings as well as the Honey Bee Conservancy partnership, listing the donation from the brand and QR code for guests to learn more.



BROWN-FORMAN

FRYEDAY SURPRISE SAMPLING

To amplify the unexpected excitement of Fryedays while educating drinkers on the differences between Jack Daniel's Tennessee Whiskey & Jack Daniel's Tennessee Rye, value and mainstream Delaware North properties can run surprise Fryeday sampling, where bar goers who order whiskey or bourbon cocktails are served a complimentary Jack Rye sample-size version of the cocktail along with it.

Local teams should plus up the activation with swag giveaways to incentivize participation.

WHY IT WORKS: Offers a free, low-risk way to see how well Jack Rye works with customers' favorite whiskey cocktails

TOOLS:

- Sampling Cups

Jack Rye & Ginger
Jack Rye Old Fashioned
Jack Rye Manhattan
Jack Rye Mule
Jack Rye Sazerac

Spice up
your
cocktails



OPERATION RIDE HOME

Operation Ride Home activations in the on-premise present an opportunity to raise awareness for the program and drive additional donations for the Armed Services YMCA (ASYMCA).

JACK DANIEL'S
OPERATION RIDE HOME

the **Y**
ARMED SERVICES YMCA

SCAN BELOW TO SEE HOW JACK HAS HELPED MORE THAN 8,500 MILITARY FAMILIES REUNITE, AND HOW YOU CAN HELP.

HELP OUR TROOPS GET BACK HOME

JACK DANIEL'S
Old No. 7
Tennessee SOUR MASH WHISKEY
DISTILLED & BOTTLED BY JACK DANIEL DISTILLERY, LYNCHBURG, TENN. USA
40% ALC. BY VOL. (80 PROOF)

JACK DANIEL'S
MAKE IT COUNT

DRINK RESPONSIBLY. RESPONSIBILITY.ORG

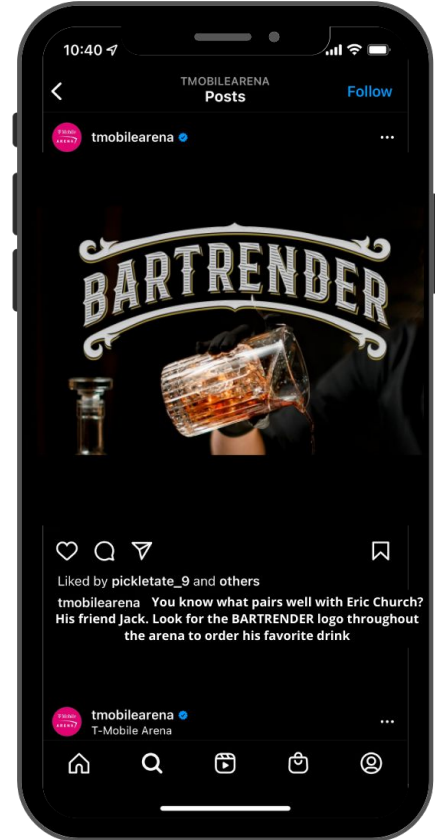
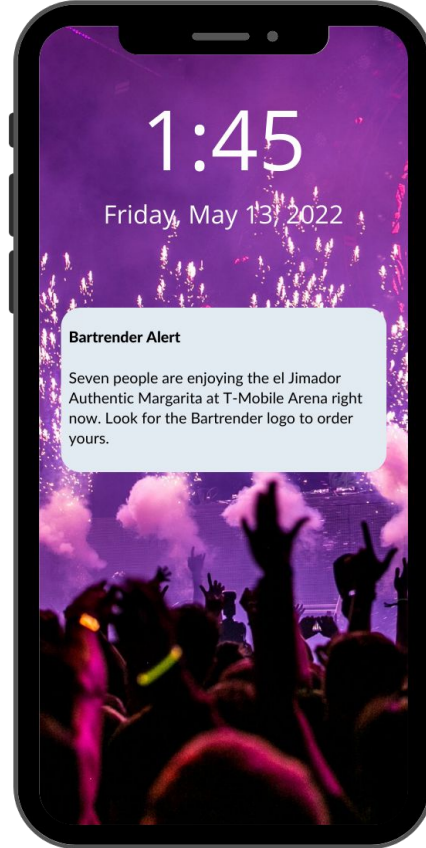
OPERATION RIDE HOME - Activation Periods

Operation Ride Home does not just operate during the holidays. In fact, this is a year round effort for Jack Daniel's and the ASYMCA. That being said, consider activating ORH at the following times:

- Memorial Day - May
- Independence Day – July
- Labor Day – September
- Veterans Day – November
- Holiday programming (i.e. Barrel Tree Events)
- As a part of your sports and venue partnerships



GEOTARGETED DRINK SUGGESTIONS



POINT OF SALE SUPPORT



COCKTAIL PRINTING

Guests can add photos and logos to their cocktails and share their creations on social media using a custom hashtag to reach existing and new customers.



COCKTAILS ON TAP

Cocktails on Tap brings together two major trends—craft cocktails and craft beer



PERSONALIZATION

Jack Daniel's craft and luxury brands (Gentleman Jack, Jack Daniel's Single Barrel collection and Sinatra Select) are the perfect gift for your VIP guests or even your own employees



POP UP BARS

These bars break down and pack in a travel bag for easy setup and transport. Wood laminate and LED lights add a strong guest presence.

ACTIVATION EXAMPLE - SILENT AUCTION EVENT

PROGRAM OVERVIEW: Partner with an account to secure donation items from Jack Daniel's and Local businesses Invite consumers and trade to an evening of fun and entertainment where the account would auction off the items with donations going to Operation Ride Home

TIMELINE:

- **4 WEEKS OUT:** go to account to secure activation location.
- **2 WEEKS OUT:** secure donations from surrounding businesses
- **1 WEEK OUT:** pre-promotional signage goes up (and raffle tickets go on sale?).
- **DAY OF:** additional signage goes up and prize items are set up on location.
- **NIGHT OF:** 5 PM, Hors D'oeuvres Buffet served and activation begins.

ELEMENTS: Signage, assorted donated gifts/raffle prizes, activation location, raffle tickets

RESULTS: Bullseye's Sports bar and grille, Hastings, Nebraska raised \$12K for ORH in a single night!



ACTIVATION EXAMPLE - STAFF INCENTIVE

PROGRAM OVERVIEW:

- A great way to drive engagement with the program AND drive volume is through a \$1 off feature where the account takes a dollar of each Jack & Coke sold during a given timeframe and donates it to Operation Ride Home

TIMELINE:

- Start with a staff training and hand off elements from the kit to the staff
- Run for a defined timeline (i.e. 4 weeks)
- Present JD Backpack filled with Swag as the incentive to the winning staff member
- Collect donation from account and hand over plaque as a Thank You!

ELEMENTS:

- Jack Daniel's Chalkboard from Image Seller
- Print POS to message feature
- Backpack with SWAG as incentive
- Use Kit POS for staff engagement and consumer promotions



ACTIVATION EXAMPLE - "DONATE BY ADDING ONTO CHECK"

PROGRAM OVERVIEW:

- Encourage the account wait staff to tell people about Operation Ride Home and to consider adding a donation to their check when they pay.

TIMELINE:

- Sell in idea to manager to collect donations during a given timeframe for Operation Ride Home
- Start with a staff training and hand off elements from the kit to the staff
- Collect donation from account and hand over plaque as a Thank You!

ELEMENTS:

- Custom locally produced menu card



ACTIVATION EXAMPLE - ONSITE with SPORTS PARTNERSHIP

PROGRAM OVERVIEW:

- Bring a serviceman or woman home and have them meet their family during a game or event that we have a partnership with.

TIMELINE:

- Reach out to Grant Adams and Svend Jansen for this request.
- A call will be setup with team or venue to discuss Operation Ride Home and feasibility.
- The markets abilities will dictate what we can or cannot do.
- Please allow 60-90 days for this example to be executed

