

WRIGLEY FIELD
HOME OF
CHICAGO CUBS

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GATE
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GATE
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LTO Ideation



BROWN-FORMAN



**MARIBEL
GRAHAM**

NATIONAL ACCOUNT
MANAGER



**TODD
ALLGEIER**

REGION CHAIN MANAGER



**ASHLEY
STEWART**

CUSTOMER MARKETING
MANAGER



**VIRGINIA
MATTINGLY**

SHOPPER INSIGHTS LEAD

Current Baseball Stadium Sponsorships



Brands in Program



150 BROWN-FORMAN

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To better understand **MLB Guest Attitudes & Behaviors** we took a closer look, and here are a few stats that stood out.

GENERAL ATTITUDES:

- 69%** Use their cell phone to research where to go or what to do in their free time
- 65%** Say they are looking for ways to add more excitement to their lives
 - 53%** Are willing to spend more for a quality beverage
 - 48%** Like to ask others for advice before trying new things
- 40%** Believe it's important to buy the brand they like regardless of price
- 25%** More likely to purchase brands that sponsor sports teams or sports events
 - 24%** Are influenced by current trends
 - 18%** regularly notice advertising at sporting events

DRINK PREFERENCES:

- 36%** have purchased whiskey
(in the last 6 months)
- 16%** are regular Jack Daniel's drinkers
- 6%** prefer Woodford Reserve
- 4%** frequently consume liquor at sporting events



Stadium Programming

Baseball's Bourbon Trail

We're bringing America's famous Bourbon Trail straight to the stadium, and giving fans a chance to enjoy great cocktails as they explore the concourse.

We'll create **Baseball's Bourbon Trail** consisting of unique cocktails exclusive to vendors scattered throughout the stadium.

Sweeps Overlay: When fans complete the trail they'll be entered for a chance to win a dual trip to the Woodford Reserve Distillery and the Louisville Slugger Museum.





Ballpark Barrels

We'll bring barrels of fun to the ballpark with LTO mini **bourbon barrel cups** for Woodford cocktails, complete with our logo.

When fans bring their barrels back up to the bar they'll receive a discount on refills so they can keep their barrel full all game long.

Potential plus-up: We could create a barrel throne inside the concourse made from old baseball bats and spent bourbon barrels to create photo-ops for fans while extending our brand's footprint.





Post-Stretch Refresh

What's a fan to do when the 8th inning rolls around and the alcohol sales have wrapped up, but they're still thirsty? That's where Jack & Coke comes in!

When attendees purchase a Jack & Coke anytime before the stretch, we'll set them up for a **Post-Stretch Refresh** by letting them claim a free Coke to enjoy as they watch a (hopefully) thrilling finish.

It's Jack & Coke...and a Coke!

Possible Redemption Options:

- Receipt Validation
- Jack & Coke can return
- Token or ticket at initial purchase



Jack's Stache

Every great distiller has some of their finest whiskey tucked away, a “secret stash” to break out when the time is right.

Lucky for us, Jack Daniel's knows that all our whiskey is considered the finest, and we're letting everyone know it by creating **Jack's Stache** so baseball fans can show off their exquisite taste with LTO straw toppers that make them over with Jack's famous facial hair every time they sip one of our cocktails.



Jack Bobblehead Day

Ruth. Aaron. Williams. Daniels? Countless baseball legends have been miniaturized & immortalized as table-top bobbleheads, but why should they get all the glory.

We'll create a LTO Jack bobblehead for **Jack Daniel's Day** at the ballpark, and give the first 5,000 fans who purchase a Jack cocktail at the stadium a mini Jack for a unique piece of memorabilia they won't find anywhere else.





Pre-Game Warm Up

A great day at the ballpark starts before the game even gets underway. By encouraging fans to get to the stadium early we can get them enjoying our drinks for longer.

We'll get attendees sipping our cocktails before the first pitch is thrown by owning the pre-game with exclusive deals in the 90 minutes leading up to game time at the Jack Daniel's/Woodford Reserve **Pre-Game Warm Up**.

Overlay: The pre-game happy hour could be scheduled around batting practice to make enjoying the Warm-Up a spectator sport as fans take get an up close look at players' pre-game routines.

Cocktail Scouting Report

When Spring Training rolls around, MLB scouts come out in full force to get a look at the next wave of great young players. In our pursuit of the next great cocktail, we're asking fans to be our Cocktail Scouts at Spring Training games to help us make a Major League menu.

Attendees will **vote on their favorite cocktails** at their respective ballparks, and we'll keep the fan favorites in the lineup at Major League stadiums as the regular season gets underway.



CONCESSION

Cocktail Recommendations



BROWN-FORMAN

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SLICE OF SUMMER SOUR



INGREDIENTS

- 1.50 oz. Jack Daniels Tennessee Whiskey
- 1.50 oz. Finest Call Watermelon Puree
- 0.50 oz. Honey Syrup (2:1, Honey:Water)
- 0.75 oz. Lime Juice

METHOD

Shake all ingredients with ice

Strain over fresh ice

Garnish with black pepper lime wheel

The Whiskey Sour is growing in popularity in the on-premise (+11% menu penetration growth 2017-2021). **Watermelon over-indexes in LTOs during the summer**

FREEDOM OF PEACH



INGREDIENTS

- 1.50 oz Jack Daniel's Bonded Tennessee Whiskey
- 0.50 oz Cointreau
- 0.75 oz Reàl Peach Purée
- 2.50 oz Lemonade

METHOD

Add all ingredients to tin
Shake with ice for 10 seconds
Strain over fresh ice in collins glass
Garnish with rosemary and peach slice

JACK'S HOME RUN SMASH



INGREDIENTS

- 1.50 oz Jack Daniel's Bonded Tennessee Whiskey
- 0.75 oz Simple Syrup
- 4 Muddled Lemon Wedges
- 4 Mint leaves
- 2 Dashes Angostura Bitters

METHOD

Build in glass

Muddle 4 slices of lemon with bitters and syrup

Add 1.5 oz Jack Daniel's Bonded

Top with fresh ice and stir

Garnish with lemon wheel and mint

MASCOT MULE



INGREDIENTS

- 2 oz. Jack Daniel's Tennessee Whiskey
- Ginger Beer
- Squeeze of lime

METHOD

Pour Jack over ice
Add splash of Ginger Beer & stir
Add lime wedge to garnish

MAJOR LEAGUE MELON



INGREDIENTS

- 1.50 oz. Woodford Reserve Bourbon
- 0.50 oz. Cointreau
- 0.75 oz. Lemon Juice
- 0.75 oz. Monin Rock Melon Syrup
- 2-3 Sage Leaves

METHOD

Shake all ingredients with ice
Strain over fresh ice in rocks glass
Garnish with cantaloupe & sage

CITRUS BOURBON TEA



INGREDIENTS

- 1.50 oz. Woodford Reserve Bourbon
- 0.50 oz. Peach Puree
- 4.00 oz. Green Tea
- 0.50 oz. Lemon Juice

METHOD

Shake all ingredients with ice
Strain over fresh ice
Garnish with peach, lemon, & mint

SPICY WHISKEY STEAL



INGREDIENTS

- 1.00 oz. Woodford Reserve Bourbon
- 0.50 oz. Monin Brown Sugar Syrup
- 0.25 oz. Liber & Co. Kola Syrup
- 2.50 oz. Half & Half

METHOD

Shake all ingredients with ice

Strain over fresh ice in cinnamon sugar rimmed rocks glass

Jack Daniel's Assets



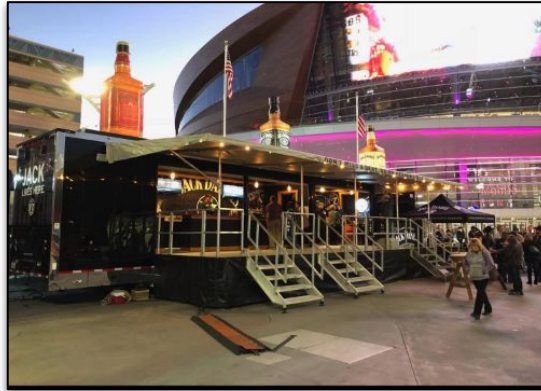
53' Mobile Distillery Trailer



Frozen Jack & Coke Trailer



Airstream Bars



Jack N'4 Beats 53' Stage Bar Trailer



60' X 90' Clear Span Tent





Appendix



RTD CATEGORY GROWTH TRENDS AND CONSUMER PREFERENCES

RTD Category Growth

RTD YOY growth peaked at 62% in 2020.

Growth is expected to remain at a higher growth rate than any other major alcoholic beverage category, with 2021 forecast of 49% YOY growth, and 2022 forecast of 27% YOY growth.

A significant proportion of RTD volume growth is thought to be incremental. Beyond this, volumes are predominantly coming from beer.

Consumer Preference for Spirit-based RTDs

As the category has become more sophisticated and RTD consumers more knowledgeable, there has been **a notable shift in consumer preference for spirit-based products** (over Malt-based and Wine-based).

This is reflected in the significant proportion of new RTD launches that these have accounted for over the past few years, and anticipated future growth.

Spirit base & Flavor Preferences

A whiskey base is preferred by male consumers, almost 20 percentage points ahead of female consumers. **Millennials are more inclined than total to enjoy RTDs made with whiskey, gin, and malt.**

Sensorial attributes such as being **flavourful and refreshing** are the top priority for RTD drinkers.

Timing of Consumption & Location of RTD Purchase

When are they consumed?

RTDs are consumed throughout the day, demonstrating the **versatility of the category**. CGA data tells us that stadiums and arenas are visited throughout the day (64% of guests visit them in the early evening, 47% in the mid-afternoon, 32% mid-day, 12% late night, and 8% at breakfast/brunch) and so are airport bars (49% visit them mid-afternoon, 46% mid-day, 38% early evening, 24% at breakfast/brunch, and 16% late night), **so versatility is key in these channels.**

Where are they purchased?

The majority of RTDs are purchased in the off-premise, although some **shift back towards on-premise is likely in the future** as the impact of the pandemic subsides.

Cocktails/long drink RTDs (this category includes well-known cocktails and common mixed drinks) are more popular on-premise than other types of RTDs.

GUEST PROFILE

HOW TO READ

Sports stadium/arena visitor vs. Avg. On-Premise Visitor

Gender

38%	♀	54%
61%	♂	46%

Avg. household income

\$91k		\$78k
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Race

White	75%		79%
Black	14%		10%
Asian	4%		4%
Hispanic	14%		11%

Monthly eating & drinking spend across ALL channels

\$188		\$152
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Monthly alcohol spend across ALL channels

\$111		\$85
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Age

21-34	31%		26%
35-54	42%		35%
55+	27%		39%



Stadium/arena guests **skew male**. They are more likely to be **younger** than the average on-premise visitor and slightly more likely to be **multicultural**. They also tend to have a **higher household income** than the average on-premise guest, and they **spend more** on eating & drinking and on alcohol in the on-premise than the average on-premise guest.