



Levy



SAZERAC

MLB RFP
2023

Chris Hallahan
/22/22 | 410-440-1288

Objective

- ▶ Sazerac Provide Solutions to Drive Traffic, Increase Check Average & Customer Engagement
- ▶ Provide Quality, Innovation, Operational Efficiencies & Price Valuation on Every Offering Across all Brands

Agenda

- ▶ Premium Brand LTO's
- ▶ Premium Program Brand Cocktails
- ▶ Proposal

PREMIUM BRANDS LTO's



Buffalo Trace & Wheatley Vodka featured @ National's Park

- 50ml Wheatley & Lemonade + Other Cocktails
- Buffalo Trace Old Fashioned
- Buffalo Trace Distillery Dinners-Activation
- *Re-create this Program in other Parks w/ HNW Individuals? Potential Barrel Opportunities?*



WHEATLEY VODKA
CRAFT DISTILLED



RTD + Malt/Wine-Based Ideation & Innovation



FIREBALL CINNAMON VS CINNAMON WHISKY



FIREBALL 50ML IS A VOLUME DRIVER



- Fireball 50ml case volume is **larger** than each of these brands



- Fireball 50ml 12 mo. **volume growth** exceeds total volume for each of these brands



- Fireball 50ml 10pk is the fastest growing item in Whiskey, with **total volume larger** than each of these brands



INTRODUCING... FIREBALL CINNAMON

Maintains iconic Fireball
Cinnamon Whisky flavor
profile in a malt-base

16.5% ABV / 33 proof

Vs 66% ABV of the spirit

• 50ML, NAP \$0.70

FIREBALL CINNAMON VS CINNAMON WHISKY



Stadiums have offered Fireball Malt as an add-on to; Lemonade,
Cola, Cranberry, Cider, Coffee, Hot Chocolate & Rumchata



INTRODUCING... SOUTHERN COMFORT MALT

The Original Southern Comfort blend, crafted using unique blend of fruits and spices, is now available in a malt-base that perfectly mirrors the world-renowned recipe.

21% ABV / 42 proof

- 50ML, NAP \$0.70



Offer Southern Comfort Malt as an add-on to;
Cola, Lemonade, On the Rocks w/ Lime

Vera Cruz 20L Margarita Keg

Background/Insights:

- On Premise operators seek cost & time efficient solutions to serve their customers faster.
- On Premise operators want to pour a consistent bar quality cocktail that does not require staff training as seasoned staff is currently difficult to recruit.
- On Premise operators looking for profitable solutions to offset increased operational expenses.
- Margarita is the #1 selling cocktail On Premise.

Why:

- Vera Cruz provides a keged, fast pour cocktail solution that can be tapped on any beer line.
- Vera Cruz offers ready to pour, bartender quality Margaritas. No batching required!
- Vera Cruz kegs are more profitable than beer!

Product Details:

- Size: 20L = 112 6oz. pours
- 30 proof malt based keged Margarita
- Tasting Notes: Delivers the tequila, triple sec and lime flavors you expect. Its reminiscent of lime sorbet, nougat and saltwater taffy aromas followed by a fruity yet dry light to medium body with lime popsicle flavor notes.



PREMIUM BRANDS & COCKTAILS

Fireball Cinnamon Whisky

2ND LARGEST BRAND EXPRESSION WITH 16+ YEARS OF VOLUME GROWTH

#1 **MOST RECOGNIZED BRAND**
AMONG 21-29 YEAR-OLD CONSUMERS

300%
LARGER THAN
NEXT COMPETITOR



#1 Whiskey Brand Expression in both Dollars and Volume



#1 (9L Volume) with more volume sold in bars than **Patron** and **Jägermeister** combined

SHOT BRAND



Strong social media following almost **1MM** Facebook fans – Media Investment for F'21 **+270%** increase vs. F'20



Made in the **USA & Canada**



87% aided brand awareness (21-54yo spirit drinkers)
92% for 21-29yo spirit drinkers



66
PROOF



Brand Performance

+11.9% L52 wks Shipment Volume
+23.8% L52 Off-Premise Volume Sales
16 years of **DOUBLE DIGIT** Growth!

National AVG Price – 1L

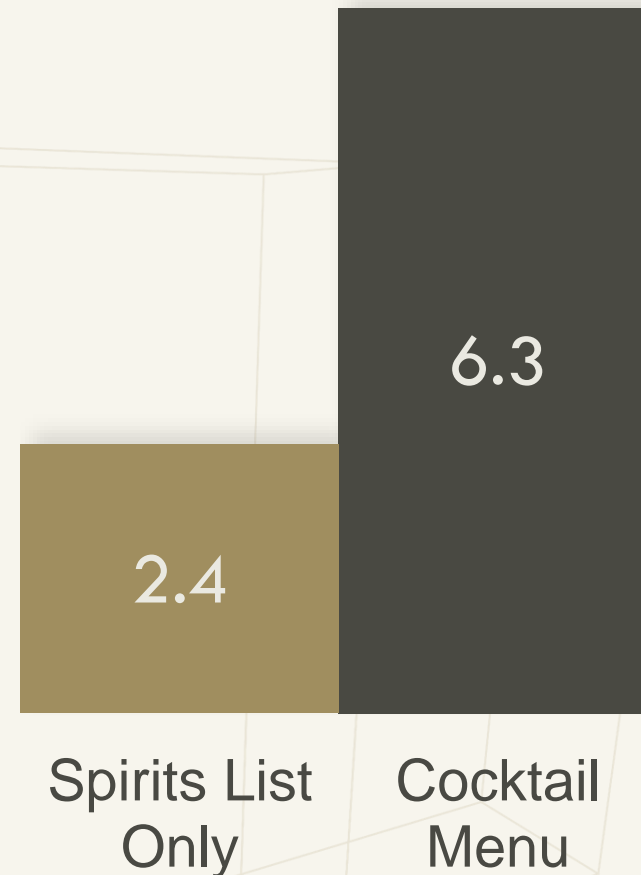
\$16.50



Feature Fireball on the Cocktail Menu to Drive Incremental Sales

- ▶ **45%** of LDA consumers are interested in consuming Fireball with a mixer or in a cocktail
- ▶ **2.6X** the volume per location when operators feature Fireball on their cocktail menu vs. on a spirits list
- ▶ **Fireball drinkers are valuable** - spending **23%** more in the On-Premise than the average alcohol drinker

Fireball 9L EQ Volume Per Location*
(6 months ending 12/31/21)



Fireball Tastes Great Straight And In Simple Mixed Drinks & Cocktails

A VERSATILE HIGH MARGIN DRINK SOLUTION FOR MULTIPLE OCCASIONS



FIRE-RITA

1 PART FIREBALL WHISKY
1 PART ORANGE LIQUEUR
1 PART TEQUILA
FRESH MARGARITA MIX

ADD ICE, STIR, SHAKE, OR BLEND.



DRAGON'S SANGRIA

1 RED APPLE, DICED
1 ORANGE, CHOPPED
1 BLOOD ORANGE, CHOPPED
1/3 C. FIREBALL
3/4 C. APPLE JUICE
1 C. RED WINE

SOAK ORANGES & APPLES IN FIREBALL FOR AT LEAST 20 MINUTES
POUR FRUIT & WHISKY INTO LARGE PITCHER, ADD APPLE JUICE & WINE.
CHILL 30-45 MINUTES BEFORE SERVING (2-3 HOURS IS BEST). SERVE IN TALL GLASS OR MASON JAR



FIREBALL SMASH

1 PART FIREBALL WHISKY
JUICE OF 1 MUDDLED LEMON
3/4 OZ. CANE SYRUP
GARNISH WITH MINT LEAVES

POUR OVER ICE AND ENJOY!



FIERY MULE

1 PART OF FIREBALL WHISKY
2 PARTS GINGER BEER
SPLASH OF PINEAPPLE JUICE
SPLASH OF FRESH LIME JUICE

SERVE IN A MULE MUG.



DRAGONADE

1 PART FIREBALL WHISKY
3 PARTS LEMONADE

POUR OVER ICE.
GARNISH WITH LEMON



Fireball LTO Drink Ideas



In FY21, Fireball is investing in social support for its drink strategy to drive **6.9MM+ reach, 11.1+ MM impressions, and 530k engagements**

Fireball Tropical Smash

- 1.25 oz. Fireball Cinnamon Whisky
- 1 oz. Fresh Sour Mix
- .5 oz. Pineapple Juice
- .5 oz. Mango Puree
- Lemon Squeeze and Garnish

Measure ingredients into glass with ice. Shake and pour into Glass with Ice. Garnish with Lemon Wedge.
 Cost of Drink : \$0.75
 Profit per Drink: \$5.25



Fireball Coconut Bash

- 1.25 oz. Fireball Cinnamon Whisky
- 1 oz. Fresh Sour Mix
- 1 oz. Coconut Puree
- 2 each Lemon Squeeze and Garnish

Measure ingredients into glass with ice. Shake and pour into glass with glass. Garnish with Mint and Lemon Wedge.
 Cost of Drink : \$0.95
 Profit per Drink: \$5.05



The Red, White and Booze Rita

- 2oz Corazon Blanco Tequila
- 1/2 oz Pomegranate Juice (frozen in glass)
- 1/2 oz Fireball
- 3/4 oz Lime Juice
- Freeze Pomegranate juice in glass, shake & strain all other ingredients into frozen glass. Pomegranate juice incorporates into the drink as the drink unfreezes.
- Lime Wheel garnish and serve.
- Cost of Drink : \$1.54
 Profit per Drink: \$4.46



Fire Dragon Punch

- 1.5 oz Fireball Cinnamon Whisky
- .5 oz. Tuaca Italian Brandy
- .75 oz. Monin Dragon Fruit Syrup
- 1 oz. Pineapple Juice
- .5 oz. Lime Juice

Measure ingredients into shaker with crushed ice. Shake vigorously. Pour into glass with crushed ice. Garnish with Lime Wheel, cinnamon stick, and dragon swizzle stick.
 Cost of Drink: \$1.25
 Profit per Drink: \$4.75



Black Cherry Bomb

- 1.5 oz. Fireball Cinnamon Whisky
- .5 oz. Monin Black Cherry Puree
- .25 oz. Fresh Lemon Juice
- 5 oz. Cola

Measure ingredients into shaker with ice. Shake vigorously. Strain into glass with fresh ice. Garnish with Lemon Wheel, mint and Cherry.
 Cost of Drink: \$0.95
 Profit per Drink: \$5.05



Fireball Mule

- 1.5 oz. Fireball Cinnamon Whisky
- .25 oz. Pineapple Juice
- .25 oz. Fresh Lime Juice
- 5 oz. Ginger Beer

Measure ingredients into glass with ice. Except Ginger Beer. Shake and pour into Mule Glass with Ice. Top off with Ginger Beer. Garnish with Lime.

Cost of Drink : \$1.70
 Profit per Drink: \$4.30



Buffalo Trace

HANDCRAFTED BY THE WORLD'S MOST AWARD-WINNING DISTILLERY

Launched in
1999 the **Flagship brand**
of the **Buffalo Trace**
Distillery



Made from the **finest corn, rye and barley malt**, Buffalo Trace **ages in new oak barrels** in century old warehouses until the peak of maturity. Once aged for years, each barrel is hand selected and tasted before bottling to ensure quality and consistency in every barrel.

SMALL
Batch 8 years old

This **deep amber whiskey** has a **complex**, yet well-rounded taste, with an aroma of **vanilla, mint and molasses**. Notes of **brown sugar and spice** give way to **oak, toffee, dark fruit and anise**. The finish is **long and smooth** with **serious depth** that lingers on the palate.



90
PROOF



Brand Performance

+16.8% YTD Shipment Volume
+38.5% L52 Off-Premise Volume Sales

National AVG Price – 1L

\$24.99



Buffalo Trace Seasonal Drinks and LTO Ideas

Buffalo Blackberry Smash

2 oz. Buffalo Trace
.75 oz. Lemon Juice
.5 oz. Honey Syrup
3 Blackberries 1 Orange Muddled

Muddle Blackberry and Orange at bottom of Rocks Glass then filled with ice. Shake all other ingredients with Ice. Strain over glass with muddle fruits. Garnish with Blackberry and Lemon Wheel.



Sour Buffalo

2 oz. Buffalo Trace
.75 oz. Simple Syrup
.75 oz. Fresh Lemon Juice
1 oz. Top with House Red Wine

Shake all ingredients except Wine over ice and strain into rock glass over fresh ice. Top Off with House Red Wine & Garnish with Lemon Wheel.



Truffle Gold Rush

2 oz. Buffalo Trace
.75 oz. Truffle Honey Syrup
.75 oz. Fresh Lemon Juice

Shake over ice and double strain into a Burgundy glass. Garnish with Grilled Lemon Wheel.



Honeysuckle Derby

1.5 oz. Buffalo Trace
oz. Elderflower Liqueur
.75 oz. Honey Syrup
.75 oz. Grapefruit Juice
.5 oz. Lemon Juice

Shake over ice and strain into a Cocktail glass. Garnish with grapefruit slice.



Mediterranean Sour

2 oz Buffalo Trace
.5 oz Caravella Orangecello
.75 oz. Fresh Lemon Juice
.75 oz. Monin Peach Puree
.25 oz. Monin Rosemary
Top Off 3 oz. Champagne

Shake over ice and strain into Rocks Glass. Garnish with Lemon Wheel and Rosemary.



The Buffalo Refresh

1.5 oz. Buffalo Trace
.5 oz. Monin Peach Puree
5 oz. Fresh Lemonade
.25 oz. Fresh Lemon Juice

Shake over ice and strain into a Chilled Rocks Glass. Garnish with Lemon Twist and 1/2 Sugar Rim.

Serve with a Special Buffalo Head Swizzler.



Wheatley Vodka

HIGH QUALITY VODKA BACKED BY THE REPUTATION OF THE WORLD'S MOST AWARD WINNING DISTILLERY



Craft distilled **10X** using a Custom Micro Still, from the world's most awarded distillery by master distiller, Harlen Wheatley



In 2019 alone, Wheatley received **Best in Class** from **New York World Spirits Competition**, **Best of Category** from **Los Angeles International Spirits Competition** and **Double Gold Medal** designation from **World Vodka Awards**.



Wheat & Corn Recipe

Made In
SMALL
Batches

Lead Cocktails:
Moscow Mule,
Bloody Mary,
Martini



Official Vodka of
UNITED
Airlines



82
PROOF



Brand Performance

+43% L52 wks Shipment Volume
+128% L52 Off-Premise Volume Sales
5 Years of Consecutive **TRIPLE DIGIT** Growth

National AVG Price – 1L
\$18.00



Wheatley Seasonal Drinks and LTO Ideas

Dragon Colada

- 1.5 oz. Wheatley Vodka
- .5 oz. Monin Dragon Fruit
- 2 oz. Pineapple Juice
- .5 oz. Real Coconut Puree

Mix in shaker filled with ice. Shake well. Serve in Pint or Wine glass filled with ice. Garnish with Orange Slice Dragon Fruit pieces Sushi Grass.



Ginger Peach "On Tap"

- 2 oz. Wheatley Vodka
- .5 oz. Monin Peach Puree
- .5 oz. Monin Blood Orange Syrup
- .75 oz. Fresh Lemon Juice
- 3 oz. Ginger Beer

Shake over ice and strain into a Collins glass except the Ginger Beer. Top with Ginger Beer and stir. Garnish with mint and Blood Orange Wheel.



Summer of 75

- 1 oz. Wheatley Vodka
- .5 oz. Cointreau
- .5 oz. Monin Pomegranate Syrup
- .5 oz. Grapefruit Juice
- 2 oz. Top with Champagne

Shake all ingredients except Champagne over ice and strain into a martini glass over fresh ice. Top Off with Champagne & Garnish with edible flowers.



Gold Coast Lemonade

- 1.5 oz. Wheatley Vodka
- 1 oz. Monin Golden Turmeric Syrup
- 1 oz. Fresh Lemon Juice
- Top Off 3 oz. Champagne

Shake over ice except Champagne and strain into a Collins Glass. Top Off with Champagne. Garnish with Lemon Wheel with Black Pepper dust.



Douro Cup

- 1.5 oz. Wheatley Vodka
- .75 oz. Monin Strawberry Puree
- 5 oz. Lemon Juice
- 1 oz. Port Wine
- 2 Oz. Top off with Soda

Shake over ice and strain into a Collins glass. Garnish with Strawberry, Lemon and Mint Sprig.



Wheatley Lemon Drop Martini

- 1.5 oz. Wheatley Vodka
- 1.5 oz. Caravella Limoncello
- .5 oz. Simple Syrup
- .5 oz. Fresh Lemon Juice

Shake over ice and strain into a Chilled Wine or Martini. Garnish with Lemon Wheel and 1/2 Sugar Rim.



PROPOSAL

Proposal/Summary

1

LTO Ideas for MLB

- **Washington Nationals Comprehensive Program:**
 - Wheatley 50ml & Lemonade
 - Buffalo Trace Old Fashioneds
 - Barrel & Dinner Activation for Suite Owners
 - (Needs to be targeted where Bourbon is plentiful, not far & wide offering)
- **Fireball Malt Based:**
 - ½ the proof of the spirit & utilized as an add-on to existing drinks in a few stadiums to create a high-margin/incremental sale.
- **Southern Comfort Malt Based:**
 - 1/4 the proof of the spirit & utilized as an add-on to existing drinks in a few stadiums to create a high-margin/incremental sale.
- **Vera Cruz Malt-Based Kegged Margarita:**
 - Utilized as a quick service play & also in locations with no liquor license.
 - Easy to execute & margin driver



2

Cocktail Brands

- **Brands:** All Cocktails are on trend, being sold by Sazerac nationally & performing
 - Fireball
 - Buffalo Trace
 - Wheatley Vodka



Questions



APPENDIX

ECONOMY WELL OFFERINGS

Mr. Boston Well: Rum, Gin & Vodka

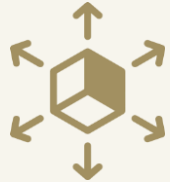
YOUR CORE VALUE BRAND SOLUTION

#1 Sazerac is the **#1 Value Spirit Manufacturer** with over **50% market share**

TOP **2**



Price along with **Happy Hour offers** are the top 2 drivers when choosing to drink cocktails



Consolidated Supplier Partnership for the Value Well creates consistent strategic mandated plan for operations across all States and Restaurants



Manage and Reduce Beverage Costs with **Consistent product quality**



Drives P&L, ease of communication and inventory cost savings to the Organization



80 PROOF

National AVG Price
\$5.50L



Mr. Boston's Well Spirits + Cordials Represents a Key Cost Savings Opportunity

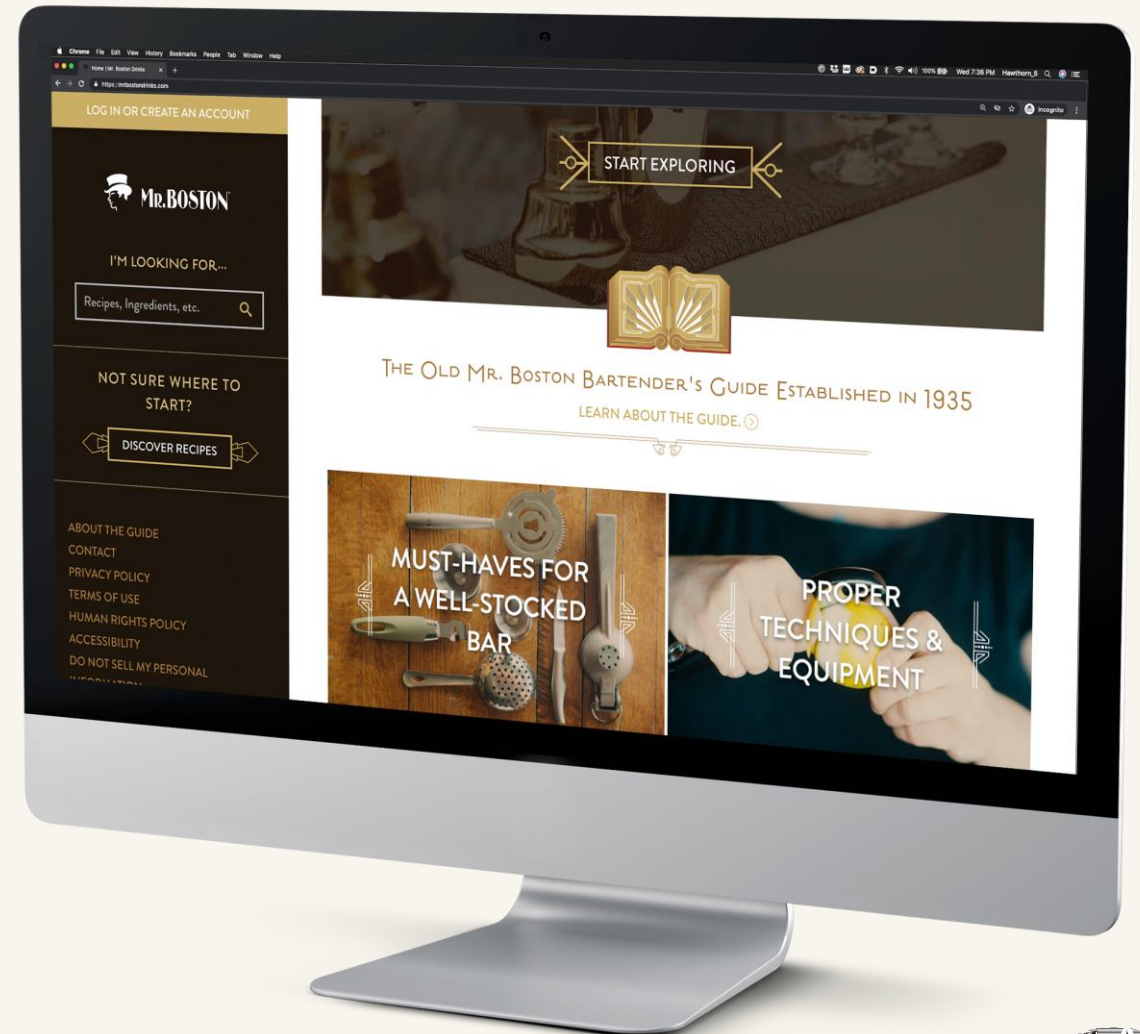
"LOWEST PRICE EVERY CATEGORY EVERY MARKET EVERY TIME!"

Create a **consistent strategic mandated plan** for Operations across all States and Restaurants

Bartender Training Resources:
mrbostondrinks.com



NAP \$5.50L Spirits & \$4L on Cordials



The Club Ready-to-Drink Spirit Based Cocktails

THE DEMAND FOR CONVENIENT, SINGLE-SERVE COCKTAILS IS AT AN ALL-TIME HIGH.

WHY THE CLUB?

- ▶ The Club serves up the consistent quality of a bartender-made cocktail with all the flavor and kick you would expect – ready to go whenever you are!
- ▶ **Made with real, premium spirits**
- ▶ Strong ABV Equal to Cocktail %
- ▶ Extensive flavor selection, including top on-premise menu cocktails. Best-Sellers; Margarita, LIT, Mule & Screwdriver
- ▶ **NAP \$2 per 200ml can (48 to case \$96 ce)**



Parrot Bay Sparkling Beach Cocktails

THE DEMAND FOR CONVENIENT, SINGLE-SERVE COCKTAILS IS AT AN ALL-TIME HIGH.

WHY PARROT BAY RTD'S?

- Parrot Bay Sparkling Beach Cocktails deliver a flavorful, yet refreshing “better for you” twist on consumers’ favorite beach vacation cocktails
 - Sessionable at 5% ABV, Parrot Bay Sparkling Beach cocktails satisfy the health-conscious consumer at 150 calories per serving
- ▶ **Malt Based**
 - ▶ **NAP \$2 per can**
 - ▶ **Launching AZ, FL, GA, HI, OR, SC, TX, VA, WA, MI, CA**



Vera Cruz 20L Margarita Keg

Background/Insights:

- On Premise operators seek cost & time efficient solutions to serve their customers faster.
- On Premise operators want to pour a consistent bar quality cocktail that does not require staff training as seasoned staff is currently difficult to recruit.
- On Premise operators looking for profitable solutions to offset increased operational expenses.
- Margarita is the #1 selling cocktail On Premise.

Why:

- Vera Cruz provides a keged, fast pour cocktail solution that can be tapped on any beer line.
- Vera Cruz offers ready to pour, bartender quality Margaritas. No batching required!
- Vera Cruz kegs are more profitable than beer!

Product Details:

- Size: 20L = 112 6oz. pours
- 30 proof malt based keged Margarita
- Tasting Notes: Delivers the tequila, triple sec and lime flavors you expect. Its reminiscent of lime sorbet, nougat and saltwater taffy aromas followed by a fruity yet dry light to medium body with lime popsicle flavor notes.



Commonly Asked Questions

➤ What is the Shelf Life?

- Vera Cruz Margarita kegs have a 180-day shelf life.

➤ What type of gas is best?

- Nitrogen or mixed gas is best for the optimal margarita experience for your guest.

➤ Will the pre-mixed margarita taint my beer line?

- Vera Cruz Margarita will not taint the pour line.

➤ How does the cleaning protocol differ from beer?

- It doesn't, simply follow Brewers Association cleaning protocol.

➤ Will there be sediment at the bottom of the keg?

- No, you will not see sediment in the keg nor your tap line.

➤ Is there a recommend pouring system?

- Yes, draw boxes are best for the kegged margaritas.

➤ How are keg returns managed?

- No need to return, kegs are disposable.



Corazón Tequilas

CRAFTED AT CASA SAN MATIAS – A HIGHLY AWARDED, FAMILY OWNED DISTILLERY WITH OVER 130 YEARS OF DISTILLING EXPERTISE



Made from **100% Blue Agave** from the Highlands of Jalisco. Proprietary yeast used to develop consistent flavors, distilled twice for fineness, and infused with Oxygen to enhance flavor and aroma.



Female Owner & CEO
(Carmen Villarreal)
Female Master Distiller



Corazon means “Heart” in Spanish and embodies a Heart Matters mantra through socially responsible operations:

- One of the four tequila distilleries with a **“biodigester”**
- One of **smallest carbon footprints** in tequila industry
- **First** tequila company to be certified as a **“Great Place to Work”** & **“TOP Companies”**
- Certified & recognized for **“Gender equality”**



Made in Mexico



80
PROOF

One of the world’s most award-winning tequilas.



Brand Performance

+51.9% L52 wks Shipment Volume
+49.3% L52 Off-Premise Volume Sales
4 years of **DOUBLE DIGIT** Growth!

National AVG Price – Blanco L

\$21.00

National AVG Price – Reposado L

\$25.00

