

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

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

+8.1% L52 W Off-Premise Volume Sales Growth
Adding more absolute growth to the category than any other spirit brand!

+3.2% L52 W On-Premise Shipments
17 years of **DOUBLE DIGIT** Growth!

National AVG Price – 1L
\$16.50



Sources: Nielsen Scan Data, Total US xAOC + Liquor Plus + Conv 52 Weeks Ending 7/2/22, iDIG 1 Year Ending 7/1/2022, TTL US exd NABCA, Total NABCA RMA, 12 Months Ending Dec 2018; Nielsen CGA On-Premise Measurement 52wk w/e 07/14/18; System1 Brand Health Tracking, 2019, Nielsen CGA On Premise User Survey (Fall 2018). Q: Which brands do you typically shoot straight? Asked to Shot Drinkers, IWSR 2018, IRI scanner data, Latest 52 weeks PD Ending 12-02-18; Numerator Infoscout Omnipanel, 104 WE 12-30-2018; NCGA OPUS Spring 2020 Sazerac Custom Questions