



## JIM BEAM® THE WORLD'S #1 BOURBON<sup>1</sup>

Jim Beam® Bourbon was founded in 1795 and has been operated by one family for seven generations. We've always created bourbon our way, aging it twice as long as the law requires. Over 220 years of experience goes into every bottle. Now, Jim Beam® is the world's #1 selling bourbon and enjoyed by people across the globe.



### PRODUCT DETAILS

#### SIZES

50ml, 100ml, 200ml, 375ml, 750ml, 1L, 1.75L

#### SUGGESTED PRICING

750ml | \$16.99 Base, \$13.99 Promoted

1.75L | \$28.99 Base, \$24.99 Promoted

#### PROOF

80

### TASTING NOTES

**COLOR** Light caramel

**AROMA** Oak, vanilla, and a spicy backdrop

**TASTE** Medium-bodied, mellow hints of caramel and vanilla

**FINISH** Toasted oak with some sweetness

1. IWSR 2017 9L Volume

# SELLING POINTS

Jim Beam® is the world's #1 best-selling bourbon<sup>1</sup> with 7 family generations perfecting the craft of Bourbon making

Jim Beam® Original serves as the Introduction into the long bourbon journey. Experiencing and engaging with whiskey, moving into premiums and super premiums, starts with approachable profiles like Jim Beam® Bourbon<sup>2</sup>

Steeped in history and heritage, Jim Beam® Original continues to grow 5%, inspiring and inviting consumers to the category with our treasured bourbon<sup>3</sup>

## SIGNATURE SERVE

### JIM BEAM® & GINGER HIGHBALL

- 3 parts Ginger Ale
- 1 part Jim Beam® Bourbon
- Lemon Wedge
- 2-3 dashes Angostura bitters

Build over ice in a tall highball glass for a simple but refreshing bourbon cocktail



## SUGGESTED SHELF GUIDELINES

- Place Jim Beam® White at eye-level, or at least at parity to Jack Daniel's® Tennessee Whiskey
- In a two-shelf set, place Jim Beam® White directly above Jim Beam® Flavors and to the left of Jim Beam® Premiums
- In a one-shelf set, place Jim Beam® White to the right of Jim Beam Flavors



## UPC & SCC DETAILS

SIZE	UPC	SCC	SIZE	UPC	SCC
750ml	080686001409	10080686001406	1L	080686001201	10080686001208
750ml PET	080686001430	10080686001437	375ml	080686001614	10080686013874
			375ml PET	080686001607	10080686001277
1.75L	080686001102	10080686001109			

1. IWSR 2016  
 2. Baker Street Bourbon 2.0 Study 2015  
 3. Nielsen, Ttl xAOC+ \$ Sales, \$ % Chg, 52 WE 10/6/18