

KNOB CREEK[®]

KY • US

When Booker Noe fathered the small batch bourbon movement over two decades ago, he created Knob Creek[®] to restore the standards of pre-prohibition style bourbon.

Knob Creek[®] is aged 9 years in only the deepest charred American Oak barrels to fully draw out the natural sugars. Knob Creek[®] is then bottled at 100 proof to reflect the big, full flavor and patience that defined pre-prohibition whiskey.



ACCOLADES

94 Excellent, Highly Recommended – 2017 Ultimate Spirits Challenge
Double Gold – 2017 San Francisco World Spirits Competition
Platinum Medal, “Best of Show” – 2016 World Beverage Competition

PRODUCT DETAILS

A rich, distinctive flavor due to gently resting in level-four charred barrels. Aged 9yrs and full flavored at 100 proof – Knob Creek[®] represents pre-prohibition style whiskey.

SIZES: 50mL, 375mL, 750mL, 1L, 1.75L

SUGGESTED PRICING STRATEGY:

\$34.99 750mL (85 index 1.75mL, 115 index 375mL)

PROOF: 100 Proof

1. Voted World's Best Bourbon at San Francisco World Spirits Competition 2015
2. Nielsen, TTL xAOC+, \$ Sales, \$ % Chg 52WE 10/6/18

New label in market Q2 2020
New glass in market Q4 2020

TASTING NOTES

COLOR: Copper to medium amber

AROMA: Toasted nuts, grain, oak

TASTE: Rich, sweet, woody, full-bodied, almost fruity

FINISH: Long, rich and glowing

DRINK  SMART[®]

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Knob Creek[®] Kentucky Straight Bourbon Whiskey, 50% Alc./Vol
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SELLING POINTS

Knob Creek® is a flagship in the bourbon category and was named Best Bourbon of 2015¹

Today, Knob Creek® is one of the best-selling Super Premium Bourbon brands and is growing +8%²

Knob Creek® Bourbon caters to consumer trends toward Premium bourbons – in the last year, American Whiskey saw more volume shift to Premium and Above than any other Spirit Category²

DRINK STRATEGY

SPIRIT FORWARD CLASSIC WHISKEY COCKTAILS

Knob Creek® Bourbon is crafted the way real bourbon was meant to be – bottled with true character at a higher proof for rich, full-bodied flavor. That flavor undeniably shines in classic, spirit-forward cocktails that do not hide the spirit – The Old Fashioned and The Manhattan – and need a whiskey that can hold its own.



MARKETING & COMMERCIAL SUPPORT WHERE LEGAL

Display support through Iconic WHSE K display and cocktail co-merch displays

An engaging on-premise experience to support custom cocktails through on-premise events. Continued support in the off-premise through memorable displays, grilling partnerships, and PR support priority markets, especially around the age statement launch and holiday gifting season

Brand Ambassador engagement in priority markets

SUGGESTED SHELF GUIDELINES

- Knob Creek® should have a prime position within Super Premium Bourbon next to brands like Woodford Reserve® Bourbon
- Order: Bourbon > Rye > 12YO > Single Barrel Bourbon > Single Barrel Rye > LTO



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UPC/SCC DETAILS

750ml (New Pack In-Field was Nov. 2020)

Old UPC 080686016403

New UPC 0080080686016762

Old SCC: 10080686016400

New SCC 10080686016769

1L (New Pack In-Field Target is Oct. 2021)

Old UPC 080686016205

New UPC 080686016878

Old SCC 10080686016202

New SCC 10080686016875

1.75L (In-Field Target is Feb. 2021)

New UPC 080686016946

New SCC 10080686016943

375ml (New Pack In-Field Target is Apr. 2021)

Old UPC 0080686016601

New UPC 080686016922

Old SCC 10080686016608

New SCC 1010080686016929

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