MOBUS CREEK®

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:

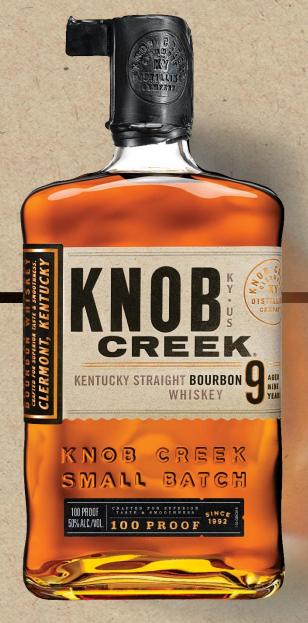
\$34.99 750mL (85 index 1.75mL, 115 index 375mL)

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

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 Category 2

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 SUPPORTWHERE 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 offpremise 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

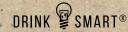
SUGGESTED SHELF GUIDELINES

- 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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2. Nielsen, TTL xAOC+, \$ Sales, \$ % Chg 52WE 10/6/18



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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Knob Creek® Kentucky Straight Bourbon Whiskey, 50% Alc./Vol

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