

# BUSHMILLS Single Malt Irish Whiskey



- **Situation**
  - Higher end Irish Whiskey is experiencing **strong growth (40+%)**
  - Much of growth is coming from **recruiting consumers from other brown spirits**, particularly Single Malt and blended Scotch
  - Bushmills Single Malts **are not yet capitalizing** on this profitable growth (-5.7% YTD) despite being a distinctive offering within the Irish category and versus Scotch
  
- **Opportunity**
  - As the **only triple distilled Irish Single Malt, Bushmills has the right to play in both worlds**—Irish and Single Malt Scotch
  - Since 1608, Bushmills has stayed true to the original Irish Whiskey recipe thus **made with 100% malted barley** resulting in a distinctively smooth full flavor
  - This **superior alternative** can support Classic Malts efforts to capture volume from Glenlivet and Glenfiddich
  - Our range represents a **profitable opportunity at premium price points** that has yet to be truly tapped

Brand Features	Brand Benefits
<p><b>DISTINCTIVE</b>                      Made with 100% malted barley, Bushmills is the <b>ONLY</b> triple-distilled single malt whiskey from Ireland</p>	<ul style="list-style-type: none"> <li>•Provides a unique alternative to Scotch and blended Irish</li> <li>•Perfect way to expand your single malt selection</li> <li>•100% malted barley results in an approachable taste profile with superior smoothness and fuller flavor</li> </ul>
<p><b>AUTHENTIC</b>                      Since 1608—over 400 years of distilling experience. We are the most authentic Irish whiskey, so much so we are on the Bank of Ireland currency</p>	<ul style="list-style-type: none"> <li>•Gives you and consumers confidence that Bushmills has an uncompromising quality unlike any other</li> <li>• We have a recognized Irish heritage and pride</li> </ul>
<p><b>HIGHLY AWARDED</b>                      Bushmills single malts consistently win awards e.g. Single Malt 10 voted Best Irish Whiskey at 2009 SFSC</p>	<ul style="list-style-type: none"> <li>•Single malt consumers value awards as a symbol of quality</li> <li>•Superior value at an accessible price point for consumers</li> </ul>

# BUSHMILLS Single Malt Irish Whiskey

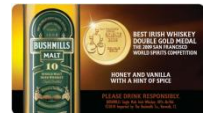


## • Sales Focus

- Sell single malts as a CATEGORY—include Bushmills single malts as a complement to The Singleton and Oban
- Leverage Bushmills unique point of difference (only triple distilled Irish Single Malt, made with 100% malted barley) to expand retailer's range, especially during the lead up to St Patrick's Day
- Highlight the approachable taste profile of single malt Irish Whiskey

## • Variant Prioritization

- **Primary:** Malt 10
  - Named "Best Irish Whiskey" in 2009 San Francisco World Spirits Competition and by the New York Times (3/06)
  - Similar taste profile and price point to entry-level Scotch i.e. the Glens
- **Secondary:** Malt 16 and Malt 21
  - 16YO: Taste profile most like more complex scotch; Highest gross margin per case



## • Range Recommendation



### SHELF POSITION:

Position the Bushmills Single Malts next to other higher end Single Malt Scotches

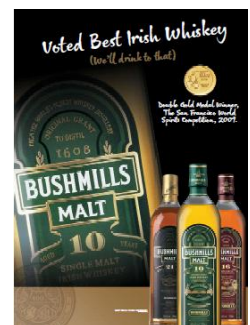


### BACK BAR PLACEMENT:

Position the Bushmills Single Malts next to other higher end Single Malt Scotches

## • Visibility

- Look for opportunities to include in stand alone Bushmills or Reserve whisky displays. Secondary option includes Baileys
- Display with new shelf talkers and Malt POS
- Leverage Masters of Whiskey and sampling
- New standout packaging in F11



## BUSHMILLS™ 10 YEAR OLD MALT

Triple distilled from 100% malted barley and matured for a minimum of 10 years mainly in Bourbon-seasoned barrels, it has aromas of honey, vanilla and milk chocolate.

*Nose:* Fresh and zesty. Honey, ripe fruit.

*Palate:* Soft. Vanilla, milk chocolate and toasted wood.

*Finish:* Crisp and clean, gently drying.



## BUSHMILLS™ 16 YEAR OLD MALT

This distinctive Irish malt whiskey is aged for 16 years in a combination of Oloroso Sherry and Bourbon-seasoned casks, then matured for several months in port wine barrels - a unique maturation which imparts distinct notes of juicy fruits, nuts and spice, as well as a hint of ruby redness.

*Nose:* Big, robust. Treacle toffee and sweet spice.

*Palate:* Praline, honey, full bodied. Caramelised fruits, toasted nuts.

*Finish:* Deep. Jammed berries and dark chocolate.



## BUSHMILLS™ 21 YEAR OLD MALT

This rare Irish single malt is aged for a minimum of 19 years in former Oloroso Sherry- and Bourbon-seasoned casks, then transferred into Madeira casks for the final 2 years of its maturation. The result is a whiskey of considerable depth that interweaves dried fruit flavours with spicy, aromatic maltiness and subtle nutty toasted raisin notes.

*Nose:* Full and sweet. Soft spice, orange peel.

*Palate:* Luxurious satiny sensation, with an elegant sweet and dry interplay.

*Finish:* Intense. Liquorice and oak.

