

- INTRODUCING! -

# THE BUSKER

## IRISH WHISKEY

THIS ONE IS FOR THE WANDERERS.  
THE SHARERS OF STORIES.  
THE FOLLOWERS OF DREAMS.  
THE MAKER-UPPERS OF THEIR OWN TUNES,  
LIVING UNABASHEDLY.

THE BUSKER is the **ONLY BRAND** to offer the full Irish whiskey experience of blend, single grain, single malt, single pot still at a competitive price point.

# BLEND

EXTRAORDINARY  
SMOOTHNESS

TRIPLE CASK  
TRIPLE SMOOTH

"The **Busker Triple Cask Triple Smooth** is an extraordinary Blend made with a high-quality Single Grain and a very high percentage of Single Malt and Single Pot Still. For the maturation and finishing we used Bourbon casks from USA, Sherry casks from Spain and rare Marsala cask from one of the oldest Sicilian wineries - Cantine Florio 1833. The result is a nectar to be experienced."

- **John Ramsay,**  
**Master Blender**

THE BUSKER WILL TRADE UP  
**80%** OF ALL  
WHISKEY CONSUMERS  
TO A **WORLD CLASS**  
**WHISKEY EXPERIENCE**  
FOR A \$5 OR \$10 BILL



Irish Whiskey Growing  
**2X FASTER**  
than American Whiskies



Whiskies \$25-\$30  
**FASTEST GROWING**  
in Whiskies



We're investing  
**\$10,000,000**  
to support the launch with consumer tastings,  
P.R. and digital & OOH media!



80 PROOF | 40% ALC./VOL.  
1.75L • 1.0L • 750ML • 50ML





## THE BUSKER BLEND

is a combination of three of the best whiskey styles that Ireland has to offer. Begin your journey with rich tropical fruits and sweet vanilla that leads to a beautiful maltiness, ending with a superbly balanced sweetness.

THE BUSKER IRISH WHISKEY	
BLEND 750ml	
Item #	WHB07500US
UPC	050037 59603 8
SCC	10050037 59603 5
Per Case	12
Case Height (in)	10.63
Case Length (in)	12.2
Case Width (in)	9.29
Case Weight (lbs)	38.36
Cases/Layer	15
Layers/Pallet	3
Cases/Pallet	45
Proof	40% ABV

## BUSKER LAUNCH PLAN

### 2020

2020	AUGUST Start Distribution in U.S.	SEPTEMBER Boost Distribution	OCTOBER 80% of Distribution Target	NOVEMBER Sellout	DECEMBER Christmas Sellout
MEDIA ACTIVITIES	PR LAUNCH TRADE + TRADE ADV	PR LAUNCH CONSUMERS + PRESS TRIP TRADE	Q4 – PRESS OFFICE + INFLUENCERS / DIGITAL / OOH (on top to in-store promo & BTL)		
MEDIA'S GOAL			#1 - SELL OUT #2 - AWARENESS		
KEY CHANNEL	OFF-TRADE				

### 2021

	JANUARY Distribution	FEBRUARY Distribution	MARCH St. Patrick's Day Sellout	DECEMBER Christmas
MEDIA ACTIVITIES	PR LAUNCH TRADE + TRADE ADV	PR LAUNCH CONSUMERS + PRESS TRIP TRADE	TVC / DIGITAL	TVC / DIGITAL
MEDIA'S GOAL			#1 - SELL OUT #2 - AWARENESS	#1 - SELL OUT #2 - AWARENESS
KEY CHANNEL	OFF-TRADE			



@busker\_original

WWW.THEBUSKER.COM



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