

- INTRODUCING! -

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

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

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

# 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.

## SINGLE GRAIN

BEAUTIFUL  
SWEET FINISH

SINGLE GRAIN

"The secret to our **Single Grain** is in choosing the highest quality spirits and maturing them in our hand selected Bourbon casks from USA and rare Marsala cask from one of the oldest Sicilian wineries - Cantine Florio 1833."

- 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



88.6 PROOF | 44.3% ALC./VOL.  
750ML



Take a journey with

# THE BUSKER SINGLE GRAIN

which uses 100% high-quality maize in its crafting. This unique expression starts off with sweet caramel and soft vanilla combined with delicious oak notes and finishes with a beautiful lingering sweetness.

THE BUSKER IRISH WHISKEY	
SINGLE GRAIN 750ml	
Item #	WHG07500US
UPC	050037 59607 6
SCC	10050037 59607 3
Per Case	6
Case Height (in)	13.58
Case Length (in)	8.26
Case Width (in)	7.08
Case Weight (lbs)	19.4
Cases/Layer	27
Layers/Pallet	3
Cases/Pallet	81
Proof	44.3% ABV

## BUSKER LAUNCH PLAN

2020	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Start Distribution in U.S.	Boost Distribution	80% of Distribution Target	Sellout	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	FEBRUARY	MARCH	DECEMBER
	Distribution	Distribution	St. Patrick's Day Sellout	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			

