

- INTRODUCING! -

# THE BUSKER

IRISH WHISKEY



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!

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 MALT

LUSCIOUS  
FRUITY MOUTHFEEL

SINGLE MALT

"Enjoy our outstanding The **Busker Single Malt**  
matured in two different woods (Bourbon Casks  
from USA and Sherry Cask from Spain) to bring you  
a complexity that is waiting 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



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





Take a journey with

## THE BUSKER SINGLE MALT

which uses 100% high-quality malted barley in its crafting. This outstanding expression is matured in two different woods to bring you a complexity not found in most other Irish whiskeys. Notes of fruit meet floral elderflower as the taste opens with a magnificent intense richness and sweet chocolate notes.

THE BUSKER IRISH WHISKEY	
SINGLE MALT 750ml	
Item #	WHM07500US
UPC	050037 59609 0
SCC	10050037 59609 7
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

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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