

- 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 POT

WARM AND
SPICY FINISH

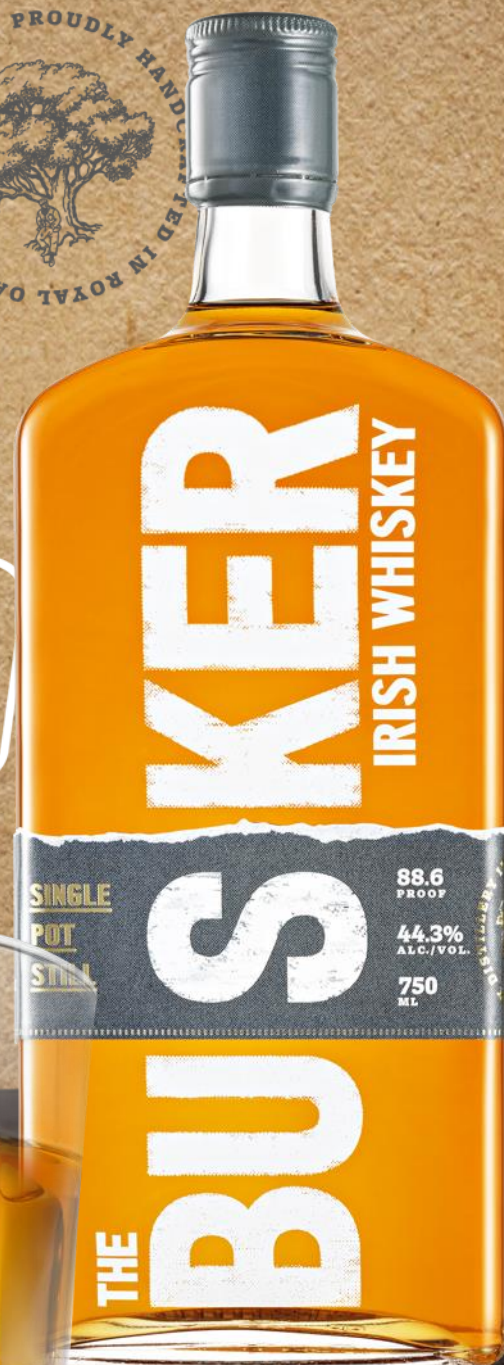
SINGLE POT

"The **Busker Pot Still** is a distinctive
expression of Ireland, created to bring you
on a journey of exceptional character."

- **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 POT STILL

which uses 50% high-quality malted barley and 50% high-quality unmalted barley in its crafting. This distinctive expression of exceptional character delivers intense spices balanced with toffee notes leading to a long warm finish.

THE BUSKER IRISH WHISKEY	
SINGLE POT 750ml	
Item #	WHP07500US
UPC	050037 59611 3
SCC	10050037 59611 0
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 BoostDistribution	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



/TheBuskerIrishWhiskey