



THE FAMOUS GROUSE

Scotch lovers have long since come to appreciate the extraordinary character which makes The Famous Grouse Finest Scotland's No. 1 Selling Scotch. Crafted from the finest malt whiskies, including Macallan and Highland Park, married with exceptional grain whiskies, the blend is matured in expensive sherry oak casks resulting in a dram that is exceptionally smooth.

APPEARANCE

Full golden, clear and bright

BOUQUET

Well balanced oak, sherry with a citrus hint

PALATE

Medium full flavor, mature, Speyside fruitiness

FINISH

Good length, clean and medium dry

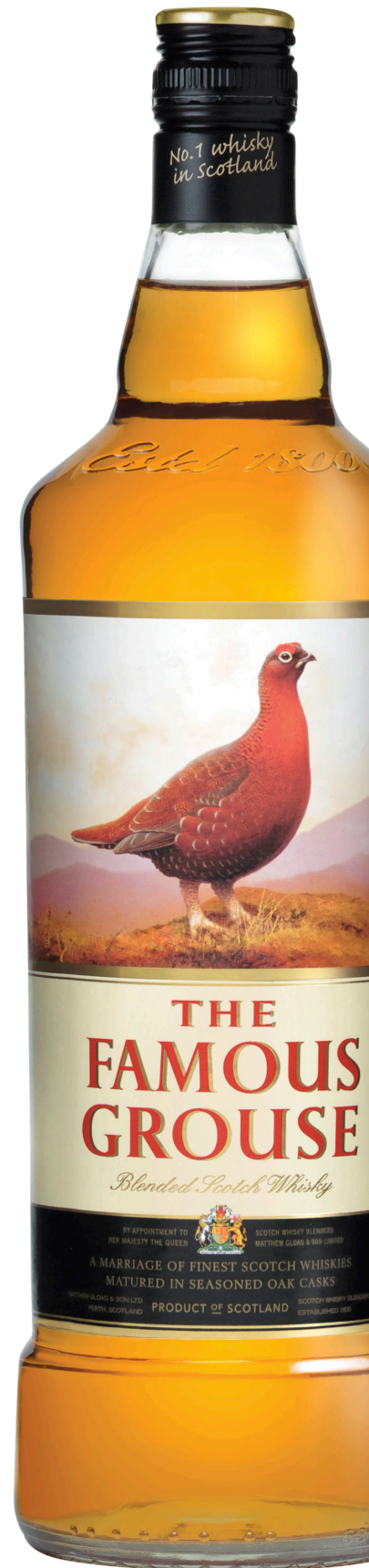
TARGET CONSUMER

Current: Male 'regular guys' aged 35-65 years old. Unpretentious men who enjoy drinking at home while relaxing after work or on the weekend. They also enjoy having a laugh with friends while watching sports, playing poker or playing golf. They are price sensitive but do not buy cheap and tend to purchase out of habit. They value good, honest everyday brands and typically drink neat or on the rocks.

Our target has expanded to include Mixologists who value brands with heritage and credentials and enjoy discovery niche brands. They are including many whisky cocktails on their menus. And Men / Women 25-35 who are experimenting with brown spirits and have included whisky cocktails in their repertoire. They are looking for a distinctive drink to demonstrate their confidence and charisma.

KEY SELLING POINTS

- Crafted from the finest malt whiskies, including Macallan and Highland Park.
- We follow a unique cask selection where only the best oak is used; 60% are sherry casks. This gives a rich, smooth and rounded taste.
- Once the blend is selected from thousands of casks, the product is left to marry for six months in oak. This is a time consuming and expensive extra step. Not every distiller does this, but the result is well worth the time and trouble as the whisky is smoother, more mellow and better balanced.



ABV: 40%



TRADE POSITIONING

On-Premise:

- Account distribution to reflect positioning: Mixology Accounts, Whisky Bars, Irish Pubs, Neighborhood Bars, Regional and Local Chains
- Listed in all cocktail and menu lists in target accounts
- Positioned on the back bar next to Dewar's White Label and Johnnie Walker Red Label
- Well program in Regional and Local Chains

Off-Premise:

- Account distribution to reflect positioning: Liquor Stores, Grocery, and Regional and Local Chains
- Shelf positioning between Johnnie Walker Red Label and Dewar's White Label
- Broaden impact with multiple facings – 1.75L and 750ml and The Black Grouse 750ml



SPEC INFORMATION

	Famous Grouse 1.75L	Famous Grouse 1L	Famous Grouse 750ml	Famous Grouse 375ml	Famous Grouse 50ml
UPC Code	087236-40005-7	087236-40004-0	087236-40003-3	087236-40000-2	087236-40002-6
SCC Code	100-87236-40005-4	100-87236-40004-7	100-87236-40003-0	100-87236-40016-0	100-87236-40002-3
Proof	80	80	80	80	80
Bottle Size	1.75L	1L	750ml	375ml	50ml
Bottles/Case	6	12	12	12	120
Pounds	41.77	39.72	30.09	18.69	35.05
Length	14.8	13.6	12.5	10.5	8.7
Width	10.1	10.3	9.4	7.9	2.0
Height	13.2	13	12.3	9.6	4.7
Cases per Pallet	44	40	60	110	52
Cases per Layer	11	10	15	22	13
Layers per Pallet	4	4	4	5	4

Please enjoy our brands responsibly.

All brands shown are imported and produced by Edrington Americas, New York, NY.