

# “What’s New” for Brown Forman at APEX

A new addition to the Jack Daniels family...

## Jack Daniel’s Tennessee Honey

DrinkSpirits.com gives Jack Daniels Honey a **five star rating** and says Jack Daniels has hit a “home run” with this liqueur. DrinkSpirits.com goes on to say, “Jack Daniels Tennessee Honey is one of the most drinkable whiskey-based liqueurs we’ve ever had. It manages to be sweet without stickiness, and it balances that sweetness with a lovely amount of cinnamon and spice. We were very surprised when we found out that this liqueur is 70 proof, as there is almost no alcohol burn whatsoever in the spirit.” Consumers can enjoy the delicious, smooth taste of JDH straight as a chilled shot.



Look for Jack Daniels Honey to hit the store shelves in early April, the strong brand image that Jack Daniels give this new product is sure to make it a huge hit with the Colorado consumers. Made with a blend of Jack Daniels No. 7 whiskey and a proprietary honey liqueur.

Iced Cold Jack Daniels...

## Jack Daniel’s “Cold” No. 7

Convenient, ready-to-drink, single serving drinks! These Jack Daniel’s mixed drinks are available in three exciting flavors: Jack and Ginger, Jack & Cola, and Jack & Diet Cola!



Like Jack Daniel’s Tennessee Whiskey, the new cold ready-to-drink offerings are crafted with care. JD Cold No.7 is not a malt-liquor instead it contains real Jack Daniel’s Tennessee Whiskey that is mellowed, drop by drop, through 10 feet of sugar maple charcoal to add smoothness. The whiskey is then added to ginger ale or cola resulting in a refreshing mix that’s sure to please! Simply chill or pour into a glass with ice and enjoy responsibly.

Available in 12-ounce recyclable aluminum bottles, retailers can offer Cold No. 7 as 4 packs or singles.



Celebrate the Kentucky Derby in May with the official Bourbon of the Kentucky Derby...

## Woodford Reserve Kentucky Bourbon

Woodford Reserve Bourbon is the “Official Bourbon of Kentucky Derby” and has served as the official bourbon for the past twelve years. Prepare for an increase in Woodford Reserve sales during the month of May with the Kentucky Derby. Woodford Reserve will be advertised in Men’s Journal, Men’s Fitness, Fast Company, Car & Driver along with the international news agencies broadcasting live from the Kentucky Derby.



## Official drink of the Kentucky Derby...Mint Juleps Early Times Mint Julep

No Derby Party is complete without the Mint Julep which has been the traditional beverage of Churchill Downs and the Kentucky Derby for nearly a century. Each year, almost 120,000 Early Times Mint Juleps are served over the two-day period of the Kentucky Oaks and Kentucky Derby. This is a feat that requires over 10,000 bottles of Early Times Mint Julep Ready-to-Serve Cocktail, 1,000 pounds of freshly harvested mint and 60,000 pounds of ice.



**Take advantage of an increase in sales of Woodford Reserve and Early Times during the Kentucky Derby...**  
Limited inventory, ask your sales rep for details...

## Cinco de Mayo and Tequila

### Herradura & El Jimador Tequila

May 5th is Cinco De Mayo! A significant day when Hispanics celebrate their heritage and pride. Retailers across the state look forward to Cinco De Mayo as the day to kick off their tequila sales for the spring and summer season. Kick off *your* tequila sales with two of the best tequilas on the market Herradura and El Jimador. Ask your sales person about our terrific May tequila deals...



Please Drink Responsibly