

FIREBALL CINNAMON WHISKY

Tastes Like Heaven,
Burns Like Hell



Target Consumers: (5 W's)

<p>Who are your consumers?</p>	<ul style="list-style-type: none"> •Young, LDA – 25+ , Male & Female, Intellectual Hub & Blue Collar
<p>What and how do they consume?</p>	<ul style="list-style-type: none"> •Consumed as a round of shots, sometimes right out of the bottle, sometimes chilled •Consumers report two types of consumption: <ul style="list-style-type: none"> •To get the night started (Male and Female LDA – 25+) •To nip while partaking in outdoor sporting activities, especially in cold weather (30+ male). •A majority of Fireball purchases are with beer
<p>Where do they consume?</p>	<ul style="list-style-type: none"> •Rural and suburban areas / small to medium towns •Account profile: <ul style="list-style-type: none"> •Sports bars – “Roadhouses” •Gathering places for young groups, looking to “party”, Intellectual hub hang-outs •Blue-collar accounts / neighborhood taverns , “Tougher” accounts
<p>When?</p>	<ul style="list-style-type: none"> •Before going out to the club, in-home get togethers / parties
<p>Why do they consume?</p>	<ul style="list-style-type: none"> •Party catalyst •To get a buzz •It’s easy, tastes good, has a kick, warms you up •Smooth •They feel tough enough to handle a potent shooter •Whisky is more manly, but it tastes good •It is social, fun, unpretentious, down to earth, edgy, counter-culture •Younger male feels that they look strong because they are drinking whisky

Brand Positioning for the Future

Description	Change From...	To....
How I would describe the product	Cinnamon schnapps	Premium, cinnamon infused whisky
What the product does for me	Warms me up	Fires me up
Facts and symbols that support brand claims	Fireball, cartoon-ish symbols	Whisky label feel, burned edges, dragon
How the brand makes me look	Not serious, light-hearted	Strong, adventurous and bold
How the brand makes me feel	Warm, fun	Fired up, strong, social
Brand Personality	Light-hearted, comical	Bold, energizing, fun

Brand Mandatories

- Colors – Red, Black, Yellow

- Logos



- Imagery

- Edgy, hot, challenging, fun, burn, flames, dragon



- Tagline

IGNITE THE NITE

- Headlines: *Tastes Like Heaven, Burns Like Hell*

Key Points to Take Away

Core Purpose

Get the night fired up with intense, hot, great tasting whisky shots

Core Values

- **Bold**
- **“Fun” Catalyst**
- **Energy**

Sales Drivers

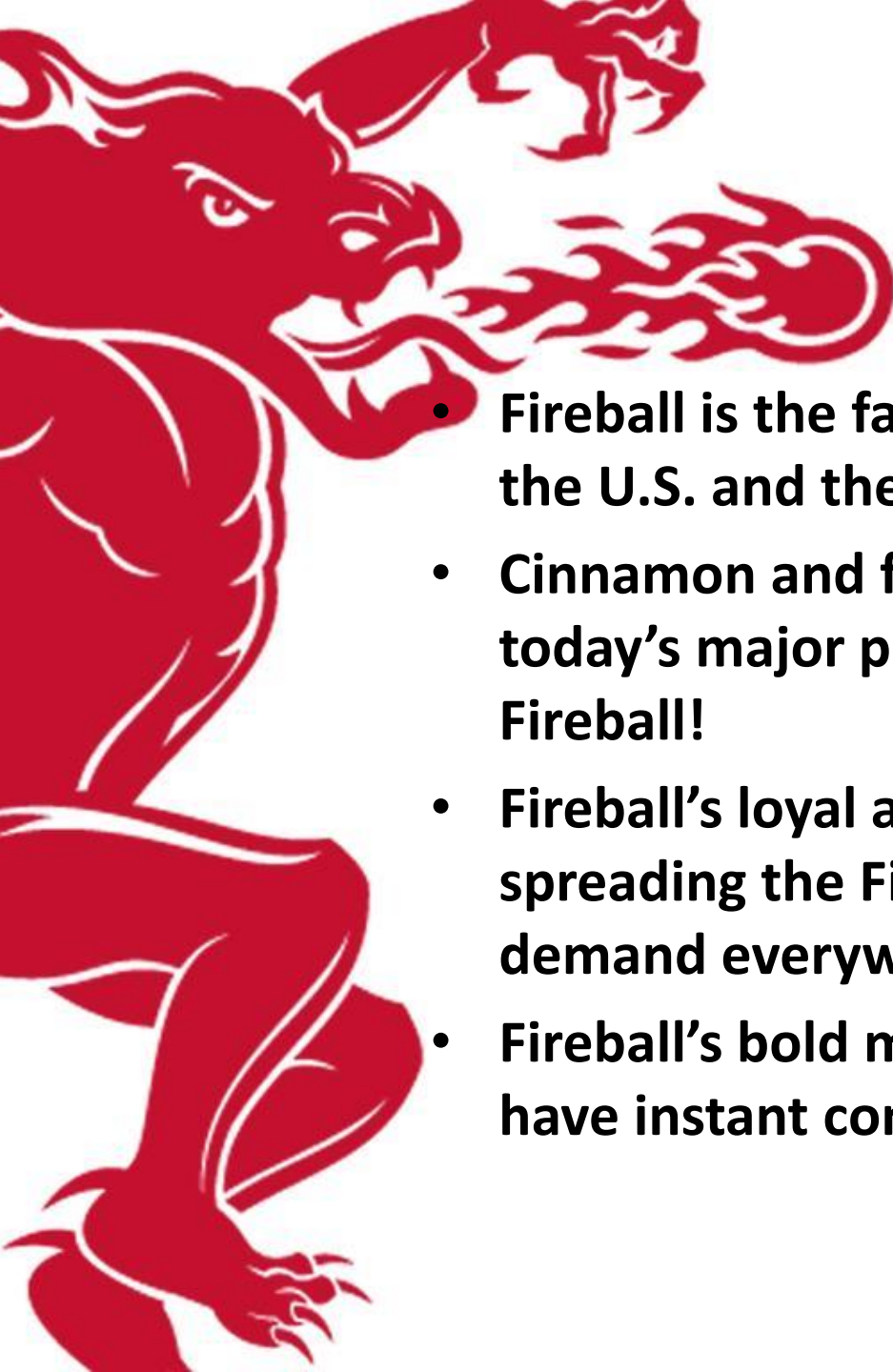
- 1 - **Distribution**
- 2 - **Visibility**
- 3 - **Promotion**





Tastes Like Heaven,
Burns Like Hell





Fireball is HOT!

- Fireball is the fastest growing shot brand across the U.S. and the fire is spreading internationally.
- Cinnamon and flavored whiskies are two of today's major product movements- thanks to Fireball!
- Fireball's loyal and very vocal fan following is spreading the Fireball story and generating demand everywhere.
- Fireball's bold marketing campaign and graphics have instant consumer appeal and relevance.

FIREBALL
CINNAMON WHISKY

Fireball Trivia



In what country was Fireball introduced?

- Canada

What is the alcohol proof of Fireball?

- 66 Proof

What is Fireball's logo?

- Red Dragon

What is Fireball's slogan?

- "Tastes Like Heaven, Burns Like Hell"

Name a Fireball mixed shot or cocktail.

- Fireball/Dr. Apple Pie, Fireball/Chila Orchata, Fireball/Angry Orchard, Fireball/Cola, Fireball/Ginger Beer, etc.

What day does Fireball count down to every week?

- Fireball Friday!

What famous country band first promoted Fireball in their song "Round Here"?

- Florida Georgia Line

What is the name of Fireball's new iPhone app?

- Dragons, Dice & Dares



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For Immediate Release

Fireball Dispels Internet Rumors

Quashes rumors about the North American market and product safety

NEW ORLEANS, LA. (Oct 28, 2014) – Fireball Cinnamon Whisky assures its consumers that the product is perfectly safe to drink. There is no recall in North America. Fireball fans can continue to enjoy their favorite product as they always have.

Late last week Sazerac, the makers of Fireball, was contacted by its European bottler regarding a small recipe-related compliance issue in Finland.

Regulations for product formulation are different in Europe, which explains why recipes for products like soft drinks, alcohol/spirits and even candies and confections are slightly different than their North American counterparts. Fireball, therefore, has a slightly different recipe for Europe.

Unfortunately, Fireball shipped its North American formula to Europe and found that one ingredient is out of compliance with European regulations. Finland, Sweden and Norway have asked to recall those specific batches, which is what the brand is doing. Fireball anticipates being back on the shelves for fans in these countries within three weeks.

The ingredient in question was propylene glycol (PG). PG is a regularly used and perfectly safe flavoring ingredient. PG has been used in more than 4,000 food, beverage, pharmaceutical and

cosmetic products for more than 50 years. Most people consume PG every day in soft drinks, sweeteners, some foods or alcoholic beverages.

The ingredient is “generally recognized as safe (GRAS)” by the U.S. Food and Drug Administration up to 50 grams per KG. In Canada, its use is limited to “good manufacturing practice” with no defined numerical limit. It is used in the Fireball flavor in very small quantities, less than 1/8th of the amount allowed by US FDA regulations.

All Fireball formulas are absolutely safe to drink and the use of PG in Fireball creates no health risk whatsoever. There is no recall in North America. Fireball fans can continue to enjoy their favorite product as they always have.

About The Sazerac Company

Sazerac is one of New Orleans’ oldest family owned, privately held companies and has operations in New Orleans, Louisiana; Frankfort, Bardstown, Louisville and Owensboro, Kentucky; Fredericksburg, Virginia; Carson, California; Baltimore, Maryland; Lewiston, Maine; Londonderry, New Hampshire; and Montreal, Canada. For more information, please visit www.sazerac.com.