

INTRODUCING

COPPER CROSS

THE PERFECT HYBRID BLEND
OF BOURBON AND RYE





THE HYBRID OPPORTUNITY

Unique Whiskey Blends That Defy Tradition

Purists, shield your eyes. by Kara Newman

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Can't decide between bourbon or rye? You might not have to: An increasing number of whiskey producers are combining multiple types of whiskey in the same bottle, in pursuit of unique flavor profiles. Purists probably won't approve, but these unusual combinations are yielding some remarkably sophisticated sips.



Unique Blended Whiskey Buying Guide

The Hilhaven Lodge (\$50)

Orphan Barrel – The Gifted Horse (\$50)

Wild Turkey Forgiven (\$50)

Crown Royal Cornerstone Blend (\$60)

High West Campfire Whiskey (\$60)

Ichiro Malt & Grain Whisky (\$65)



OUR STORY

INSPIRED BY MIDWEST FARMERS

In the 1920s, Midwest farmers began to adopt a new technology that transformed American agriculture.

They began using seed corn produced by crossing pure lines of different strains. This hybrid seed resulted in stronger plants and higher yields, or “hybrid vigor.”



**HYBRID
SEED**



HYBRID VIGOR

Hybrid vigor is the superior result that comes from bringing two great things together.

In that spirit, Copper Cross Hybrid combines the best of **bourbon** and **rye** to deliver a richer, more complex taste profile.





A PERFECT BALANCE OF PRIMARY GRAINS

The Copper Cross taste profile is achieved through a hybrid blend with a perfect balance between its primary grains: corn and rye.

Copper Cross is a hybrid of bourbon and rye that yields something altogether different from its proud parents.



TASTING NOTES

Nose: Oak, caramel and vanilla followed by notes of peppercorns, chocolate, anise and lavender.

Palate: Vanilla, honey, oak and black pepper followed by a balance of spice and sweet with smooth mouthfeel throughout.

Finish: Smooth finish with oak, tannins, warm toffee and caramel followed by pepper from the rye.





**DRINK ON THE ROCKS OR IN YOUR
FAVORITE WHISKEY COCKTAIL.**





PACKAGING 6 x 750 ml CASE

Packaging / Pallet

- 6 Pack Cases
- 750 ML Glass Bottle
- 6 Tiers Per Pallet
- 20 Cases Per Tier
- 120 Cases Per Pallet
- 2416 # Pallet Weight
- 40" x 48" x 58" Size Pallet





GO TO MARKET STRATEGY

Position Copper Cross in both the Bourbon and Rye shelf space, attracting both whiskey consumers. Priced on the lower end of this new “hybrid” category, Copper Cross is superior in its balanced taste profile, packaging and value.





DISTRIBUTOR PROGRAMMING

Sales Incentives Options (Co-Op 50/50)

\$1.00/bottle sales incentive first 60 days to sales

\$1.00/bottle sales incentive next 30 days to manager

Sample Program (Co-Op)

- 1) Copper Cross provides two cases per pallet
- 2) Distributor provides two cases per pallet
- 3) All other samples approved by written notice



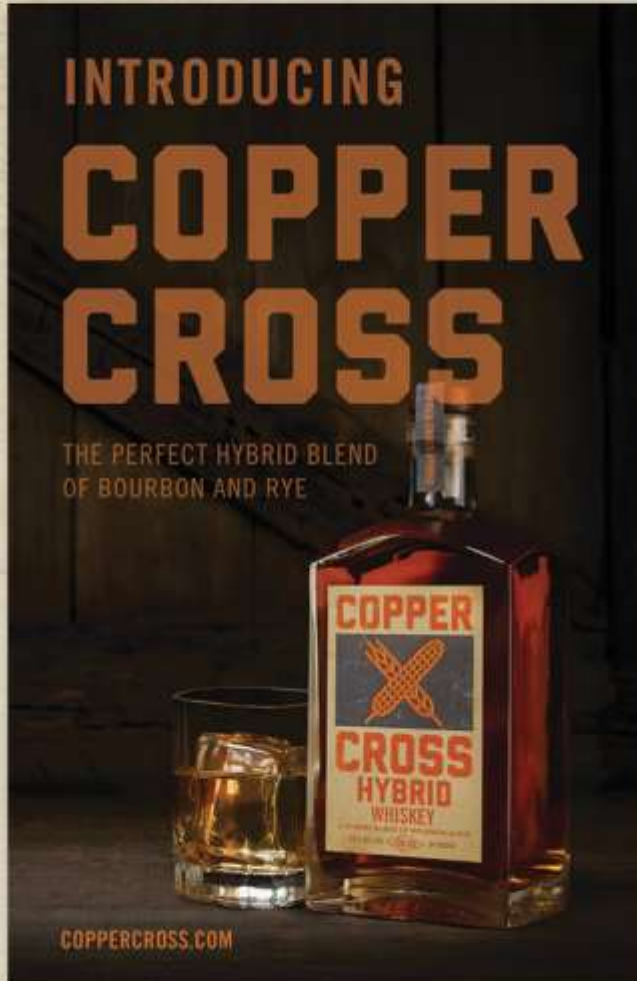
DISTRIBUTOR SUPPORT

- Product launch and market visits
- Exclusive distribution territory
- Great product support and training
- Distributor Service Rep (DSR)
- Chain store management and sales
- Effective point of sale materials
- Distillery owned brand





POS MATERIALS



Poster



Sell Sheet





POS MATERIALS

Shelf Talker



Table Tent
(front and back)



CONTACT INFORMATION

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COPPER



**CROSS
HYBRID
WHISKEY**

A HYBRID BLEND OF BOURBON & RYE

42% ALC/VOL **750 ml** 84 PROOF

