

SOVEREIGN BRANDS

A FAMILY COMPANY OF FINE WINES & SPIRITS



SCOTCH WHISKY OVERVIEW

SCOTCH WHISKY CATEGORIES



Single Malt Scotch Whisky

Distilled at a single distillery from water and malted barley without the addition of any other cereals, and by batch distillation in pot stills. Single Malt Scotch Whisky must be bottled in Scotland.

Single Grain Scotch Whisky

Distilled at a single distillery from water and malted barley with or without whole grains of other malted or un-malted cereals, and which does not comply with the definition of single malt scotch whisky.

Blended Malt Scotch Whisky

A blend of single malt scotch whiskies, which have been distilled at more than one distillery.

Blended Grain Scotch Whisky

A blend of single grain scotch whiskies, which have been distilled at more than one distillery.

Blended Scotch Whisky

A blend of one or more single malt scotch whiskies with one or more single grain scotch whiskies.

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5 SCOTCH WHISKY REGIONS

Speyside

The most densely populated Whisky region in the world, famous for fertile glens and, of course, the River Spey. Speyside whiskies are known for being frugal with peat and full of fruit while infusing more of a charred, bonfire-type smoke. Apple, pear, honey, vanilla and spice all have a role in expressions from this region, which are commonly matured in Sherry casks.

Islay *(pronounced 'eye-luh')*

A magical island where the majority of its population are involved in whisky production. Famous for fiery, heavily peated whiskies.

Lowlands

Soft and smooth malts are characteristic of this region, offering a gentle, elegant palate reminiscent of grass, honeysuckle, cream, ginger, toffee, toast and cinnamon. The whiskies are often lighter in character and perfect for pre-dinner drinks.

Highlands

This region, inclusive of the islands, has a huge diversity of flavours and characters. From lighter whiskies all the way through salty coastal malts, the Highlands offers a Scotch for all palates.

Campbeltown

Whiskies are varied and full of flavour. Hints of salt, smoke, fruit, vanilla and toffee mingle in whiskies of robust and rich character.

SOVEREIGN BRANDS

LUCK
BELAIRE
FRANCE

BUMBU
RUM COMPANY

ORIGINE  FRANCE
VILLON

MQUEEN
AND THE
VIOLET FOG
ARTISANAL GIN



PEAT V. SMOKE

LUCK
BELAIRE
FRANCE

BUMBU
RUM COMPANY

ORIGINE
VILLON
FRANCE

MCQUEEN
AND THE
VIOLET FOG
ARTISANAL GIN

Peat is a combination of earth and old vegetation that over time has compressed into a dense, clay-like mud, mainly found in wet bogland areas. It burns fantastically well and as such is used to dry the barley during the whisky-making process.

Peat from the island of Islay imparts characteristically earthy, organic, and briny notes **e.g. Laphroaig, Ardbeg.**



Smoke is exactly like the smoke you get from a bonfire. It is thick and ashy with a slight drying quality.

Peat from Scotland's Speyside region tend to infuse more of this charred, bonfire-type smoke
e.g. Ardmore or Benromach.



SOVEREIGN BRANDS

Sources: : "The Complete guide to Peat and Peated Whisky " Whisky&Wisdom, <https://www.whiskyandwisdom.com/the-complete-guide-to-peat-and-peated-whisky/>

SCOTCH MARKET SIZE IN WHISKEY CATEGORY (U.S.)



Scotch Segment

10.63%

of U.S. whiskey category

Blended Scotch Segment

7.6%

of U.S. whiskey category

73%

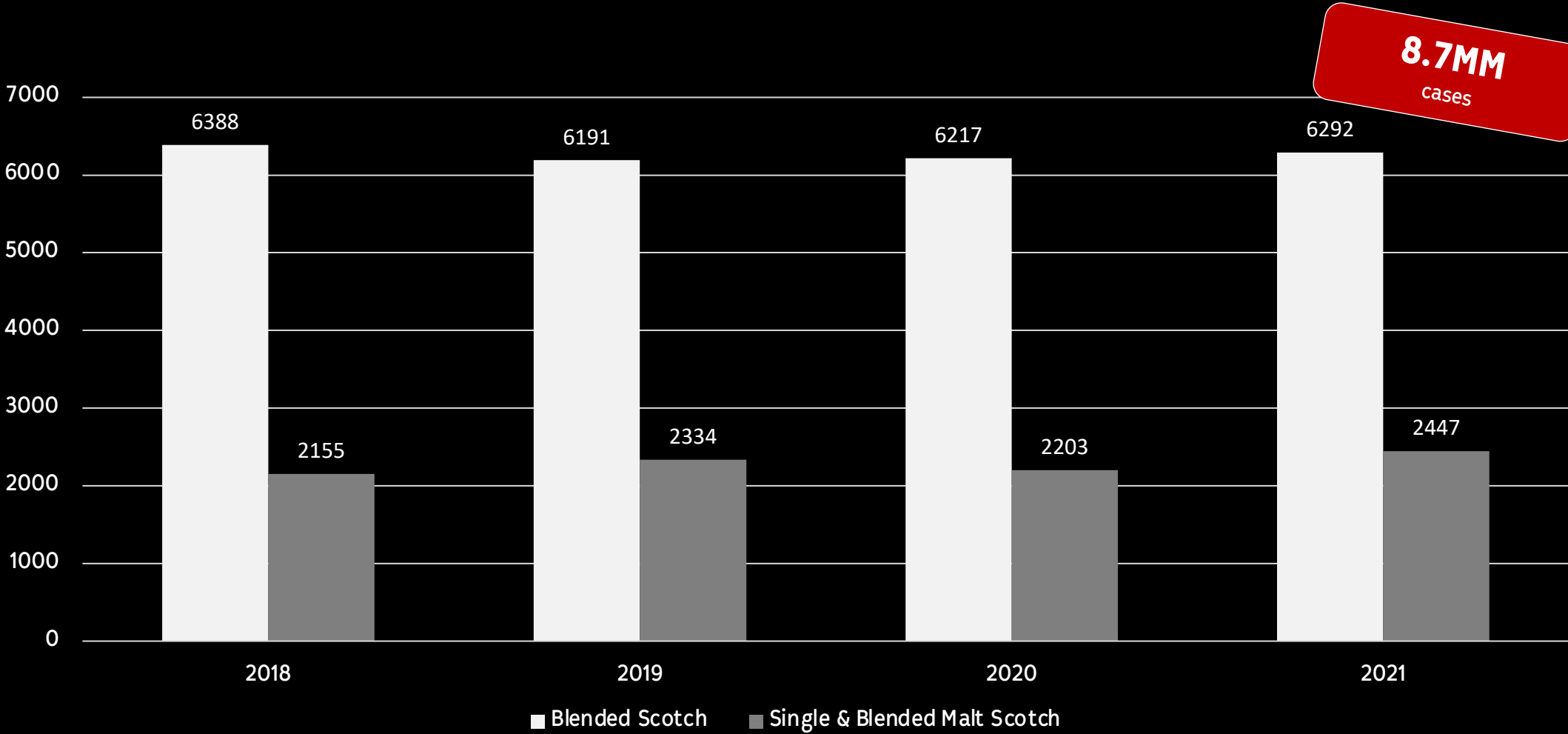
of scotch sold in U.S. is blended

SOVEREIGN BRANDS

Source: : IWSR drinks market analysis, 2021

SCOTCH MARKET SIZE IN VOLUME (U.S.)

(9-LITER CASES IN 000s)



SOVEREIGN BRANDS

Source : IWSR drinks market analysis, 2021

BLEND

ED SCOTCH

SEGMENT COMPETITION & PRICING (U.S.)

FLUCC

BELAIRE

FRANCE

BUMBU

RUM COMPANY

ORIGINE

FRANCE

VILLON

MCQUEEN

AND THE

VIOLET FOG

ARTISANAL GIN

Price Tier

Value

Standard

Premium

Super
Premium

Ultra
Premium

Prestige

Prestige
Plus

Price Point

<\$10

\$10-\$21

\$22-\$29

\$30-\$45

\$45-\$99

\$100-\$199

\$200+

% of 2021
Volume

13.6%

41.5%

5.7%

33.4%

4%

1.5%

0.1%

Ex. Brands



SOVEREIGN BRANDS

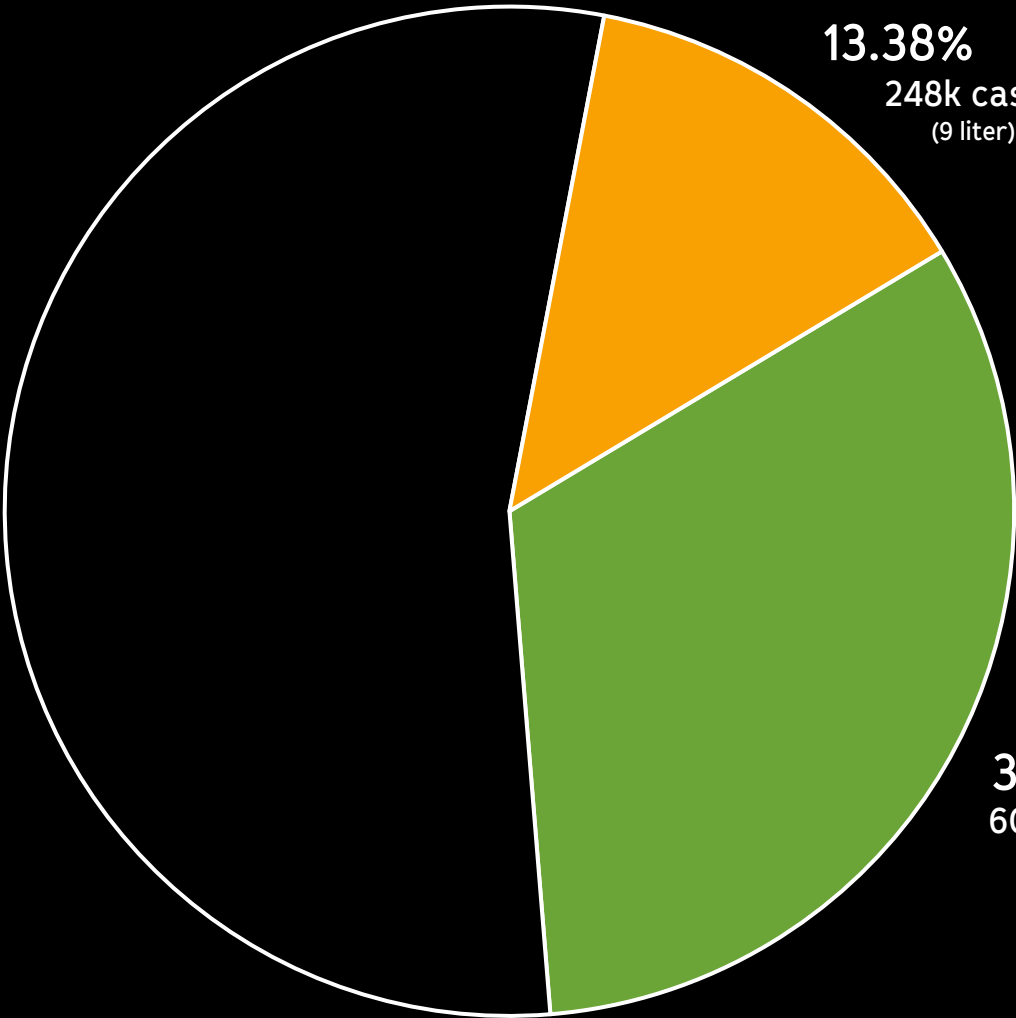
Source: : IWSR drinks market analysis, 2021

SUPER PREMIUM PRICE TIER (U.S.)



\$30.28
Avg. Retail US

54.31%
1MM cases
(9 liter)



9 remaining brands
13.38%
248k cases
(9 liter)

32.32%
601k cases
(9 liter)



\$30.02
Avg. Retail US

SOVEREIGN BRANDS

Source: : IWSR drinks market analysis, 2021

SCOTCH MARKET SIZE IN WHISKEY CATEGORY (GLOBAL)

LUCK
BELAIRE
FRANCE

BUMBU
RUM COMPANY

ORIGINE
VILLON
FRANCE

MCQUEEN
AND THE
VIOLET FOG
ARTISANAL GIN

Scotch Segment

21.5%

of global whiskey category

Blended Scotch Segment

18.8%

of global whiskey category

87.4%

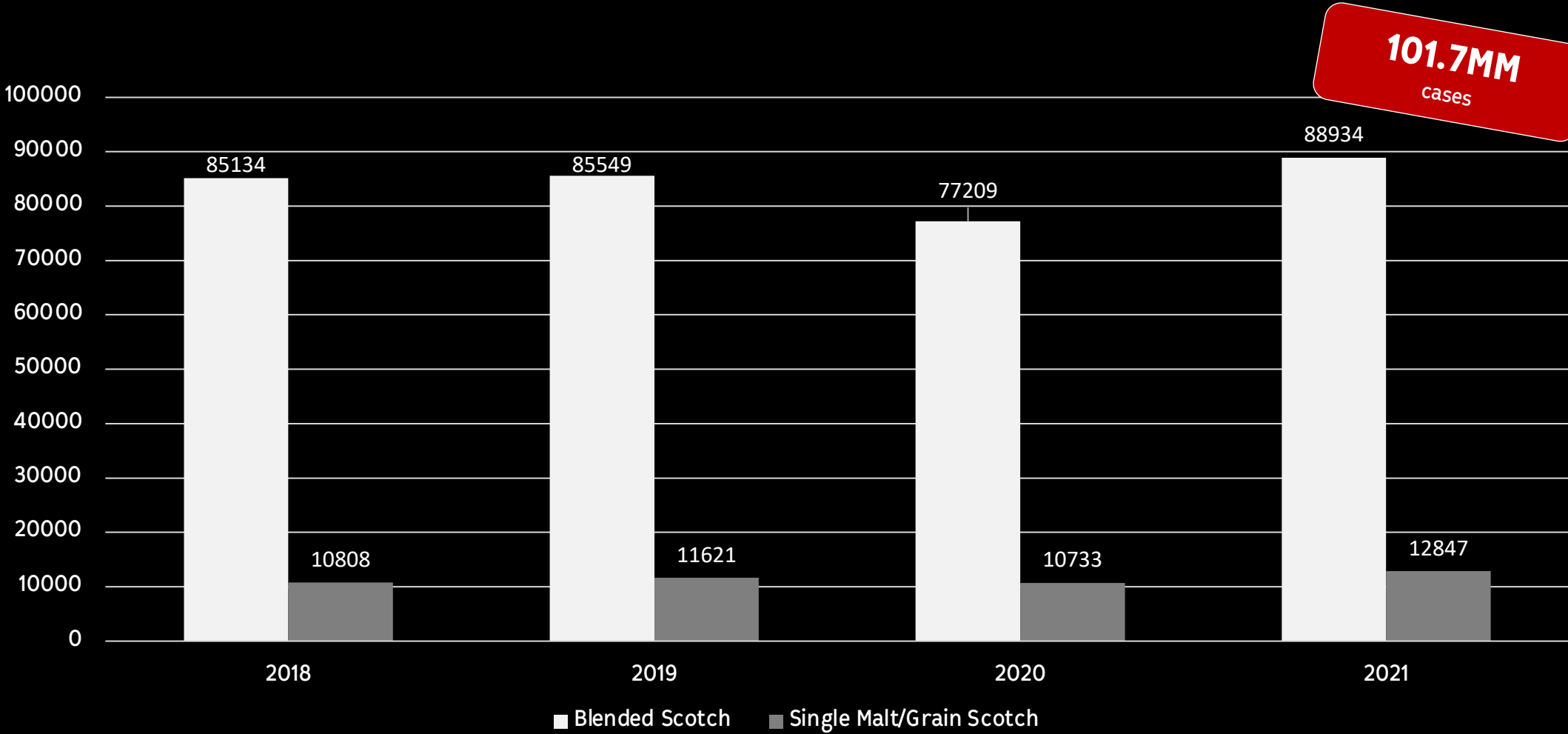
of scotch sold globally is blended

SOVEREIGN BRANDS

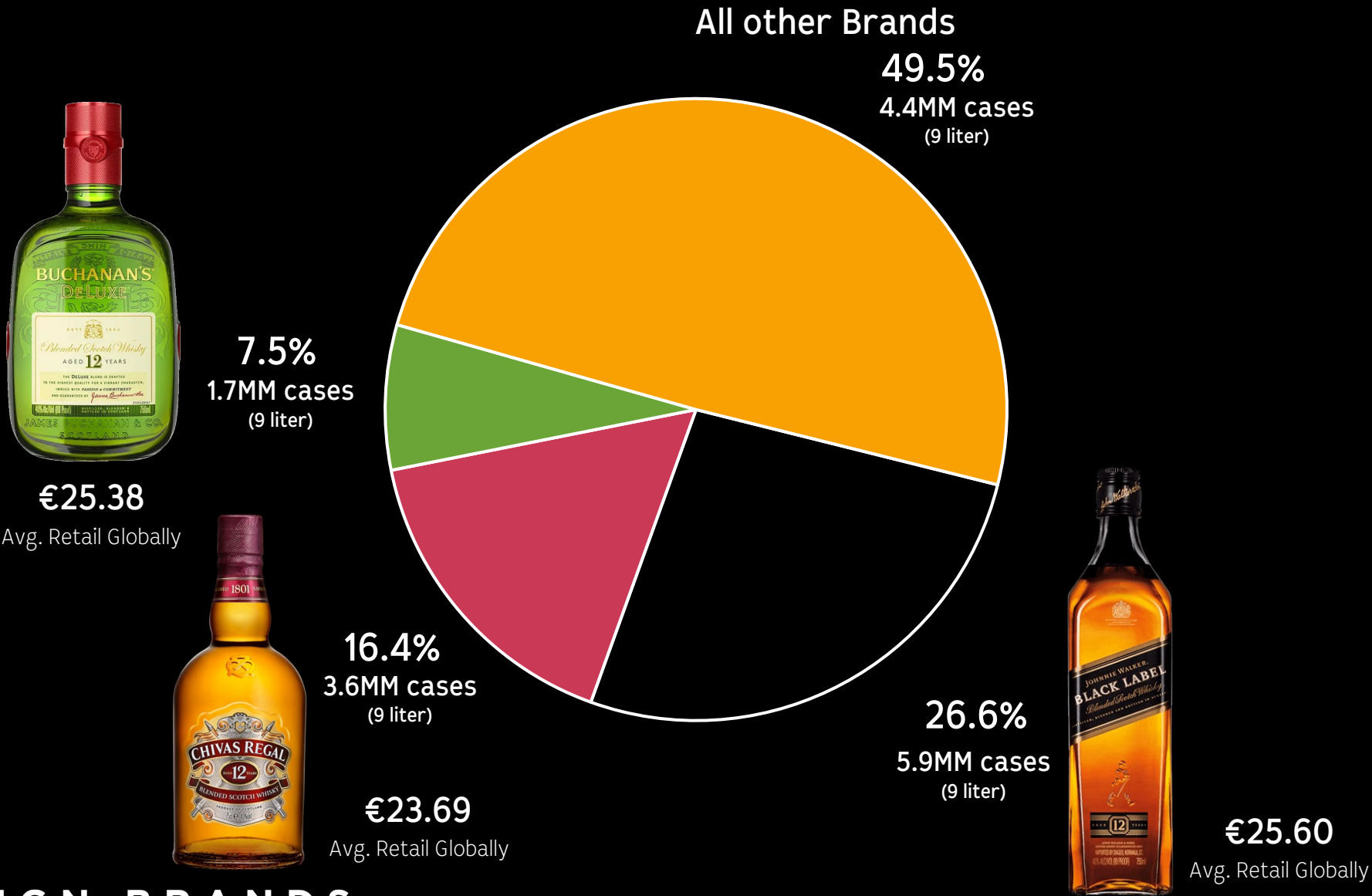
Source: : IWSR drinks market analysis, 2021

SCOTCH MARKET SIZE IN VOLUME (GLOBAL)

(9-LITER CASES IN 000s)



PREMIUM & SUPER PREMIUM PRICE TIER (GLOBAL)



SOVEREIGN BRANDS

Source : IWSR drinks market analysis, 2021

AGE STATEMENT V. NO AGE STATEMENT (NAS)

Age Statement

Scotch whisky must be matured for a minimum of three years. If a bottle of Scotch whisky shows an age statement, (e.g. "12 Years Old") this means that the youngest whisky in the bottle is at least 12 years old. Scotch is bottled at a variety of ages, from 3 years to 50 years.



\$24



\$28



\$30



\$71



\$31



\$39



\$65



\$194

No Age Statement (NAS)

A NAS scotch is simply a whisky which doesn't bear the age on the bottle and is at minimum 3 years old. For example, a bottle could contain 12 year-old, 8 year-old and 3 year-old whisky, but it would only be classified as a '3 year-old' Scotch. Previously restricted by age requirements, master blenders now have more freedom to get inventive.

JUST BECAUSE IT HAS AN AGE ON THE BOTTLE DOESN'T MAKE IT BETTER

THE
DEACON





THE DEACON

THE DEACON IS A PREMIUM BLENDED SCOTCH WHISKY MADE FROM HAND-SELECTED WHISKIES, INCLUDING THOSE FROM SCOTLAND'S HISTORIC ISLAY AND SPEYSIDE REGIONS.

TRADITIONAL COPPER POT STILLS USED IN OUR DISTILLATION PROCESS LEND THEIR ICONIC SHINE TO THE DEACON'S STUNNING BOTTLE, WHICH LOOKS LIKE NOTHING ELSE ON THE SHELF OR BACK BAR.

THE
DEACON
SCOTLAND

SMOKY, SWEET, & PEAT

THE DEACON IS A MASTERFUL BLEND OF BOTH SMOKY MAINLAND AND PEATY ISLAY MALT WHISKIES, MAKING IT A COMPLEX, RICH, AND SMOKY DRAM:

- THE SINGLE MALTS FROM ISLAY HAVE A CHARACTERISTIC PEATY SMOKE FLAVOUR.
- THE SINGLE MALTS FROM THE MAINLAND SPEYSIDE REGION HAVE A BONFIRE-LIKE SMOKE CHARACTER.

THE
DEACON
SCOTLAND

TASTING NOTES

NOSE

CHARRED ORANGE, SWEET MALTY BISCUITS AND WOODSMOKE

PALATE

JUICY ORANGE, DELICATE SPICE, AND TANGY PEAT

FINISH

SWEET AND SMOKY, LONG AND SMOOTH.



THE
DEACON
SCOTLAND

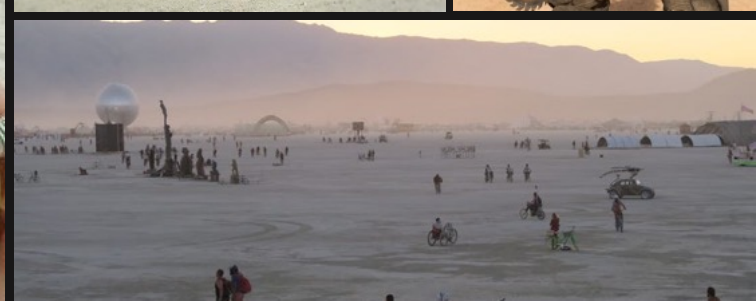
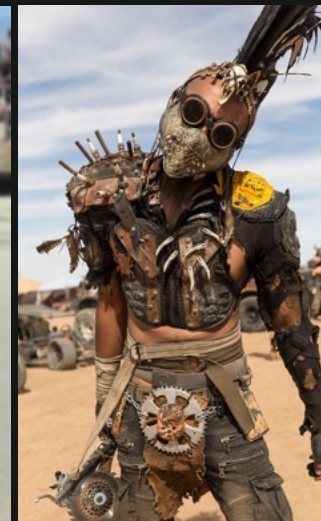
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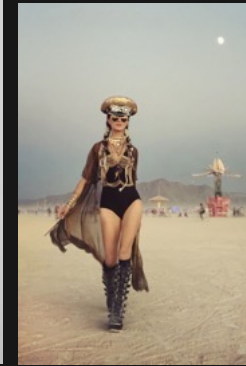
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THE
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THE DEACON





STRATEGY

- OUR TARGET IS JOHNNIE WALKER. GLOBALLY, JOHNNIE WALKER SELLS MORE THAN 19 MILLION 9 LITER CASES - 4.5X THE SIZE OF CHIVAS. IN THE US, JOHNNIE WALKER IS NEARLY 7X THE SIZE OF CHIVAS.
- JOHNNIE WALKER'S TOP 40 MARKETS REPRESENT 14 MILLION CASES OF JOHNNIE WALKER RED & BLACK; JW BLACK IS THE MOST POPULAR SKU IN 17 OF THOSE MARKETS AND IS 80% LARGER GLOBALLY THAN CHIVAS 12.
- WE WANT JW RED CONSUMERS TO TRADE UP TO THE DEACON, AND WE WANT JW BLACK DRINKERS TO SWITCH TO THE DEACON.
- WE ARE CREATING A NEW PRICE POINT IN THE CATEGORY, SLIGHTLY HIGHER THAN JW BLACK. AT A HIGHER RRP, WE WILL AVOID THE 'PRICE BATTLE' BETWEEN JWB AND CHIVAS 12 BELOW US.
 - IN THE US, WE EXPECT TO BE \$39.99 AT RETAIL.
 - IN THE EU, WE EXPECT TO BE €34.99 ON AVERAGE, OR MORE IF CHIVAS AND JW BLACK ARE PRICED HIGHER THAN €35.



WHERE SHOULD THE DEACON BE SOLD?

- THE BRAND IS PREMIUM WHICH MEANS IT HAS A NEAR-UNIVERSAL REACH, UNLIKE CHEAPER BRANDS.
- IT CAN GO IN BARS, RESTAURANTS, SUPERMARKETS, TRADITIONAL WINE SHOPS, AND NIGHTCLUBS.
- COMPARE TO OTHER PREMIUM BRANDS LIKE LUC BELAIRE, BUMBU, MCQUEEN AND THE VIOLET FOG, VILLON, GREY GOOSE OR BELVEDERE: ANYWHERE THESE BRANDS CAN GO, THE DEACON SHOULD GO.
 - ANYWHERE JOHNNIE WALKER IS, THE DEACON SHOULD BE.

WHERE SHOULD WE START SELLING THE DEACON?

- WHEN LAUNCHING ANY NEW BRAND, WE ENCOURAGE OUR SALESPEOPLE AND DISTRIBUTORS TO START WITH THEIR FAVORITE CUSTOMERS, THOSE WITH WHOM THEY HAVE THE CLOSEST RELATIONSHIPS.
 - IN THE US, WE START WITH THOSE ACCOUNTS WHICH ARE ALREADY SUCCESSFUL WITH THE REST OF OUR PORTFOLIO.
- IT'S IMPORTANT THAT WE BE SUCCESSFUL IN THE FIRST PLACES WE INTRODUCE THE BRAND, SO START WITH THE PLACES MOST LIKELY TO BE SUPPORTIVE OF THE NEW PRODUCT. THOSE WILL BE THE ACCOUNTS WITH WHOM YOUR TEAM HAS THE CLOSEST RELATIONSHIPS AND WHO DO THE BEST WITH THE REST OF YOUR PORTFOLIO.
 - THESE SHOULD BE BOTH ON AND OFF-PREMISE ACCOUNTS





OPPORTUNITY

- THE DEACON IS A DIFFERENT SCOTCH STYLE THAN ANYTHING ELSE IN THE MARKET. WE ARE OFFERING A UNIQUE TASTE PROFILE AND PRICE POINT TO ALLOW US TO GO DIRECTLY AFTER JOHNNIE WALKER BLACK.
- OUR INITIAL RELEASE WILL BE THE LOWEST PRICED SKU IN THE RANGE. WE PLAN TO LAUNCH FURTHER EXPRESSIONS AT HIGHER PRICE POINTS WHICH WILL BE PRICED AT A PREMIUM TO THEIR RESPECTIVE COMPETITIVE SET.
- GIVEN THE SIZE OF THE SCOTCH CATEGORY AND ITS RELEVANCE IN EVERY MARKET, THE DEACON IS THE PERFECT FIT AND VOLUME PLAY: THE RIGHT BRAND AT THE RIGHT TIME.

THE
DEACON
SCOTLAND





SHELF PLACEMENT

SUPER PREMIUM SCOTCH WHISKY SHELF

ADJACENT TO:

JOHNNIE WALKER BLACK LABEL
JOHNNIE WALKER DOUBLE BLACK LABEL
BUCHANAN'S 12 YEAR

ABOVE:

JOHNNIE WALKER RED LABEL
DEWAR'S WHITE LABEL

THE
DEACON
SCOTLAND

OLD FASHIONED

INGREDIENTS

1.50Z **THE DEACON BLENDED SCOTCH WHISKY**

0.50Z **SIMPLE SYRUP**

2 DASHES **AROMATIC BITTERS**

STEPS

1. **SHAKE ALL INGREDIENTS WITH ICE**
2. **STRAIN INTO GLASS**
3. **TWIST A PIECE OF ORANGE ZEST OVER THE GLASS TO
RELEASE THE AROMATIC OILS**
4. **GARNISH WITH ORANGE PEEL AND TOASTED ROSEMARY OR A
BLOOD ORANGE WEDGE**





WHISKY SOUR

INGREDIENTS

1.50Z **THE DEACON BLENDED SCOTCH WHISKY**

0.750Z **LEMON JUICE**

0.750Z **SIMPLE SYRUP**

2 DASHES **AROMATIC BITTERS**

EGG WHITE

STEPS

1. **SHAKE ALL INGREDIENTS WITH ICE**
2. **IF USING EGG WHITE, STRAIN INTO GLASS, REMOVE THE ICE AND SHAKE AGAIN**
3. **STRAIN AND SERVE NEAT OR OVER ICE**
4. **GARNISH WITH A LEMON PEEL**

THE
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SCOTLAND

THE DEACON'S PENICILLIN

INGREDIENTS

1.50Z **THE DEACON BLENDED SCOTCH WHISKY**

0.50Z **GINGER LIQUEUR**

0.750Z **HONEY SYRUP**

0.750Z **LEMON JUICE**

2 DASHES **AROMATIC BITTERS**

STEPS

1. **SHAKE ALL INGREDIENTS WITH ICE**
2. **STRAIN INTO GLASS OVER FRESH ICE**
3. **GARNISH WITH FRESH GINGER TO FINISH**



RECAP & KEY TAKEAWAYS

- **\$39.99: A SLIGHTLY HIGHER PRICE POINT TO JW BLACK, IN LINE WITH JW DOUBLE BLACK.**
- **A MASTERFUL BLEND OF BOTH SMOKY MAINLAND AND PEATY ISLAY MALT WHISKIES, MAKING IT A COMPLEX, RICH, AND SMOKY DRAM.**
- **PLACE ADJACENT TO JOHNNIE WALKER BLACK LABEL & OTHER PREMIUM BLENDED SCOTCH WHISKIES.**
- **WELCOME NEW DRINKERS INTO THE SEGMENT WITH A NON-ESTABLISHMENT BRAND OFFERING A UNIQUE TASTE PROFILE, PACKAGING, AND PRICE POINT.**





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DEACONWHISKY.COM

FOR FASTER ACCESS

SCAN HERE



@DEACONWHISKY

WHAT IS IT?

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THE SINGLE MALTS FROM ISLAY HAVE A CHARACTERISTIC PEATY SMOKE FLAVOUR AND THE SINGLE MALTS FROM THE MAINLAND SPEYSIDE REGION HAVE A BONFIRE-LIKE SMOKE CHARACTER.

SMOKY, SWEET, & PEAT

TELL ME QUICKLY

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SMOKY, SWEET, & PEAT

EXPLAIN IT

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SMOKY, SWEET, & PEAT

TELL ME MORE

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SMOKY, SWEET, & PEAT

THE
DEACON
SCOTLAND

FAQS

WHAT IS SCOTCH WHISKY?

SCOTCH WHISKY IS A DISTILLED SPIRIT MADE IN SCOTLAND FROM CEREALS, WATER AND YEAST.

WHAT DOES 'WHISKY' MEAN?

THE TERM 'WHISKY' COMES FROM THE GAELIC 'UISGE BEATHA' OR 'USQUEBAUGH', MEANING WATER OF LIFE. THE ORIGINAL LATIN TRANSLATION OF THIS, 'AQUA VITAE,' IS ETCHED INTO THE BACK OF THE DEACON BOTTLE.

WHICH SPELLING IS CORRECT - WHISKY OR WHISKEY?

PRODUCTION AND MATURATIONS OF WHISK(E)Y IS GOVERNED BY LAW, NOT THE WORD. SCOTCH WHISKY AND IRISH WHISKEY ARE OFTEN DISTINGUISHED IN SPELLING. AMERICAN WHISKEY IS USUALLY SPELLED WITH AN 'E', WHILE ENGLISH, WELSH, JAPANESE AND MOST OTHER WORLD WHISKIES ARE NOT.

SOME SCOTCH WHISKIES HAVE A SMOKEY FLAVOR. WHAT CAUSES THIS?

THE SMOKEY FLAVOR OF CERTAIN SCOTCH WHISKIES ORIGINATES FROM THE PEAT FIRE OVER WHICH THE BARLEY IS DRIED, PRIOR TO GRINDING AND MASHING. THE ORIGIN OF THE PEAT IS WHAT DETERMINES THE 'FLAVOUR' OF THE SMOKE.

IS THERE A 'CORRECT' WAY TO DRINK SCOTCH WHISKY?

THERE IS NO 'RIGHT' WAY TO DRINK SCOTCH WHISKY - YOU CAN ENJOY IT IN WHATEVER WAY YOU WANT. IN SCOTLAND AND ACROSS THE UNITED KINGDOM, PEOPLE OFTEN CHOOSE TO ENJOY SCOTCH WHISKY WITH JUST A LITTLE WATER. BUT SCOTCH IS A GLOBAL DRINK AND THERE ARE MANY EXAMPLES OF NEW AND EXCITING WAYS TO ENJOY SCOTCH WHISKY. IN SPAIN THEY MIX IT WITH COLA. IN JAPAN SCOTCH IS ENJOYED WITH LOTS OF WATER AND ICE, AND IN CHINA WITH COLD GREEN TEA.

HOW OLD SHOULD THE BEST SCOTCH WHISKY BE?

ALL SCOTCH WHISKY MUST BE AT LEAST THREE YEARS OLD. HOWEVER, MANY SCOTCH WHISKIES WILL BE MATURED FOR CONSIDERABLY LONGER THAN THE LEGAL MINIMUM.

WHAT IS BLENDED SCOTCH WHISKY?

ALMOST NINE OUT OF 10 BOTTLES OF SCOTCH ENJOYED AROUND THE WORLD ARE BLENDED SCOTCH WHISKIES - A BLEND OF SINGLE GRAIN AND SINGLE MALT WHISKIES. THIS CATEGORY IS THE FOUNDATION OF THE INDUSTRY AND THE ART OF THE MASTER BLENDER, COMBINING UP TO 60 DIFFERENT SCOTCH WHISKIES, IS A SKILL WHICH IS REVERED. THE AIM OF THE BLENDER IS TO PRODUCE A WHISKY OF A DEFINITE AND RECOGNIZABLE CHARACTER, AND THAT THE BLEND SHOULD NEVER VARY FROM THIS STANDARD, WHICH CUSTOMERS ALL OVER THE WORLD WILL HAVE COME TO ENJOY AND LOVE.

WHY DO WHISKIES PRODUCED IN DIFFERENT DISTILLERIES VARY IN FLAVOR?

THERE ARE FIVE SCOTCH WHISKY REGIONS - CAMPBELTOWN, HIGHLAND, ISLAY, LOWLAND AND SPEYSIDE. EACH HAS REGION HAS UNIQUE CHARACTERISTICS WHICH IMPACT THE FLAVOR OF THE SCOTCH. OTHER FACTORS INCLUDE THE SIZE AND THE SHAPE OF THE STILL, WITH A TALLER STILL PRODUCING A SPIRIT THAT IS OFTEN LIGHTER IN CHARACTER. MATURATION IS ALSO KEY TO THE FINAL FLAVOR OF THE WHISKY, WITH THE AGE OF THE OAK A FACTOR IN THE FLAVOR IMPARTED INTO THE SPIRIT.

THE
DEACON
SCOTLAND

THE
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SMOKY, SWEET, & PEAT