

JAMESON®



IRISH WHISKEY

**WIFI
CMD2014**



JAMESON®



IRISH WHISKEY





**The word
“Whisk(e)y”
comes from
the Gaelic
“Uisce beatha”
(water of life)**



The Irish Whiskey Renaissance

Our story begins in 1780

**John Jameson establishes
his Bow St. Distillery**



The Irish Whiskey Renaissance

In the late 18th century, Irish Whiskey was the most popular spirit in the world

1800's Whisk(e)y Output

Irish Whiskey



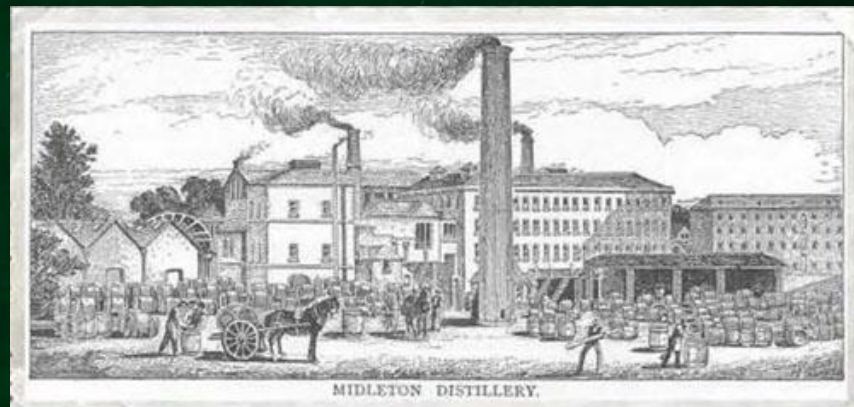
Scotch Whisky



The Irish Whiskey Renaissance

The Midleton Distillery

**Midleton
Distillery
established**



The Irish Whiskey Renaissance

Irish Whiskey was devastated by the upheavals of the 20th century



Irish War of Independence

The Irish War of Independence interrupts access to overseas markets



The Irish Whiskey Renaissance

Irish Whiskey was devastated by the upheavals of the 20th century



USA Prohibition

The US, the No. 2 market for Irish Whiskey, is closed from 1920 to 1933 due to Prohibition



The Irish Whiskey Renaissance

Irish Whiskey was devastated by the upheavals of the 20th century



World War II

Finally, World War 2 led to the demise of so many distilleries. From 160 in 1880, only seven remained.



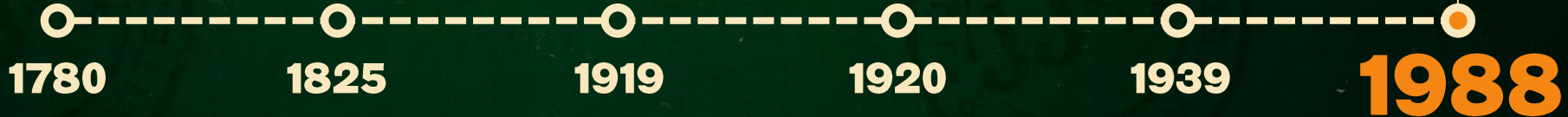
The Irish Whiskey Renaissance

In 1988, Irish Distillers joins Pernod Ricard



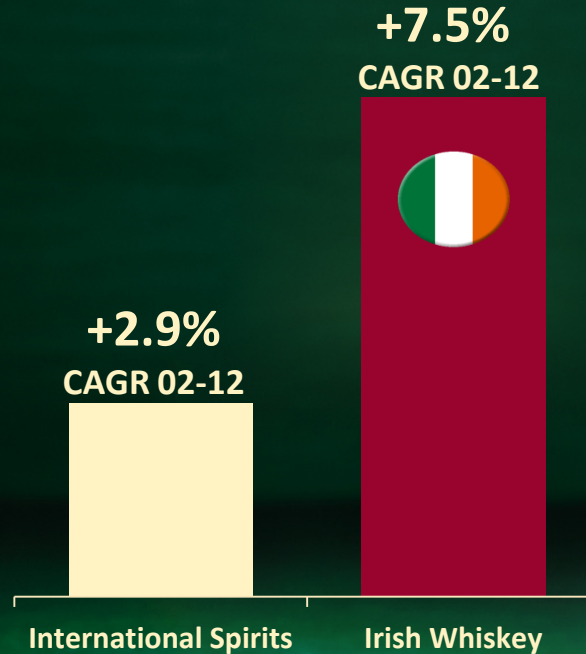
A Transformational Acquisition!

Irish Distillers joins
Pernod Ricard



The Irish Whiskey Renaissance

We are now witnessing the early stages of an Irish Whiskey renaissance



Irish Whiskey is the fastest growing category in the world. . .

Source : PR Market View (IWSR2012) – Spirits / Western Style Spirits / International Spirits



The Irish Whiskey Renaissance

Irish Whiskey currently accounts for only 6% of total global whisk(e)y sales

Irish Whiskey
+10.9% v. LY

Japanese Whiskey
-4.0% v. LY

American Whiskey
+8.1% v. LY



Spanish Whiskey
-13.0% v. LY

Scotch Whisky
+2.4% v. LY

. . . Irish Whiskey is still in its infancy

Source : PR Market View (IWSR2012) – Spirits / Western Style Spirits / International Spirits / Prem+ Irish Whiskey



The Irish Whiskey Renaissance

The Irish Whiskey category is led by Jameson

Jameson, the No.1 Irish whiskey

68%
market share



Source : PR Market View (IWSR2012) – Spirits / Western Style Spirits / International Spirits / Prem+ Irish Whiskey



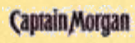
Jameson Performance

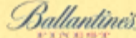
From 500,000 cases to (almost) 5 million cases!



Jameson Performance

IMPACT Ranking – Jameson No. 17 in International Premium Spirits

	Brand	Vol.
01		25.6
02		19.7
03		19.1
04		11.5
★ 05		11.5
06		10.6
07		7.2
08		6.9
09		6.5
10		6.4

	Brand	Vol.
★ 11		6.0
12		5.4
13		5.4
14		5.3
★ 15		4.8
★ 16		4.7
17		4.6
18		4.5
19		4.1
20		4.0

	Brand	Vol.
21		3.9
★ 22		3.9
23		3.8
24		3.8
25		3.7
26		3.7
★ 27		3.7
28		3.6
29		3.5
30		3.3

Jameson Vision

Building a disruptive 3rd way in whiskey

2020 VISION

To become an Iconic,
Global, strong Top 10
Spirit Brand by building a
disruptive 3rd way in
whiskey.

Net Sales €1bn+



The Jameson Vision

Defining the 3rd Way



**SCOTCH
WHISKY**



3rd WAY
in WHISKEY

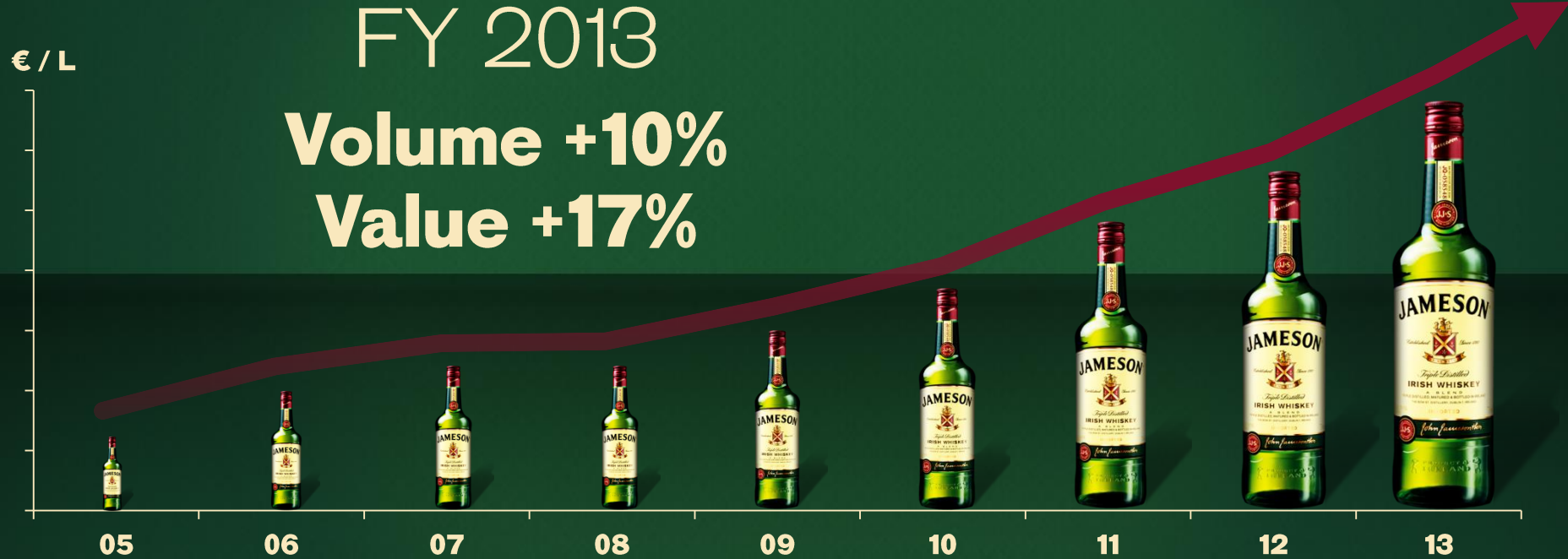


**AMERICAN
WHISKEY**



Performance Update

Growing value sales ahead of volume sales



The Jameson Vision

Making The Vision a Reality

Jameson Success Formula



The Jameson Vision

Making The Vision a Reality

Jameson Success Formula



Product Quality

Combining local inputs with expertise & craftsmanship



Product Quality

International Awards & Accolades



**Distiller of the
Year at the
2013 Icons of
Whisky Awards**



**Ranked No. 17
in Global
Premium spirits**



**5 Gold medals
at the 2012
International
Spirits Awards**



**Grand Master
Irish Whiskey
accolade at the
2011 Spirits
Masters**

AdvertisingAge

ADAGE.COM

**One of America's
20 Hottest Brands**



The Jameson Vision

Making The Vision a Reality

Jameson Success Formula



Influencer Marketing

Building relationships with Key Influencers is key to Jameson's success

Tribes



Film



Bartenders



Opinion Leaders



Whisk(e)y Enthusiasts



DUDEs



Influencer Marketing

Knowing Your Consumers – The DUDEs



Drew, 29
New York



Sooki, 30
Seoul



Jonathan, 27
London

Photography: Drew (Matthew Leifheit); Sooki (Jean Chung); Jonathan (Teddy Fitzhugh)



The Jameson Vision

Making The Vision a Reality

Jameson Success Formula



Brand Investment

"Traditional" Media



Latvia



Australia



Brazil



Portugal



Brand Investment

“Earned / Shared” Media – Innovation & Collaboration



Brand Investment

"Earned / Shared" Media - Product Placement



2013 Independent Spirit Awards:

Bryan Cranston (Breaking Bad) jumps on stage to pour a shot of Jameson for nervous first-time winner Derek Connolly



Brand Investment

“Earned / Shared” Media – Jameson First Shot



The Jameson Vision

Making The Vision a Reality

Jameson Success Formula



Building Global Momentum

2013 Highlights



Jameson 2013 Highlights

- The No.1 Irish whiskey in the world
- Sold in 120 markets worldwide
- 24 consecutive years of growth
- 4.3 million cases sold in 2013
- Value + 17%; Volume +10%
- 50 markets in double / triple digit growth

2013: July 1st 2012 – June 30th 2013

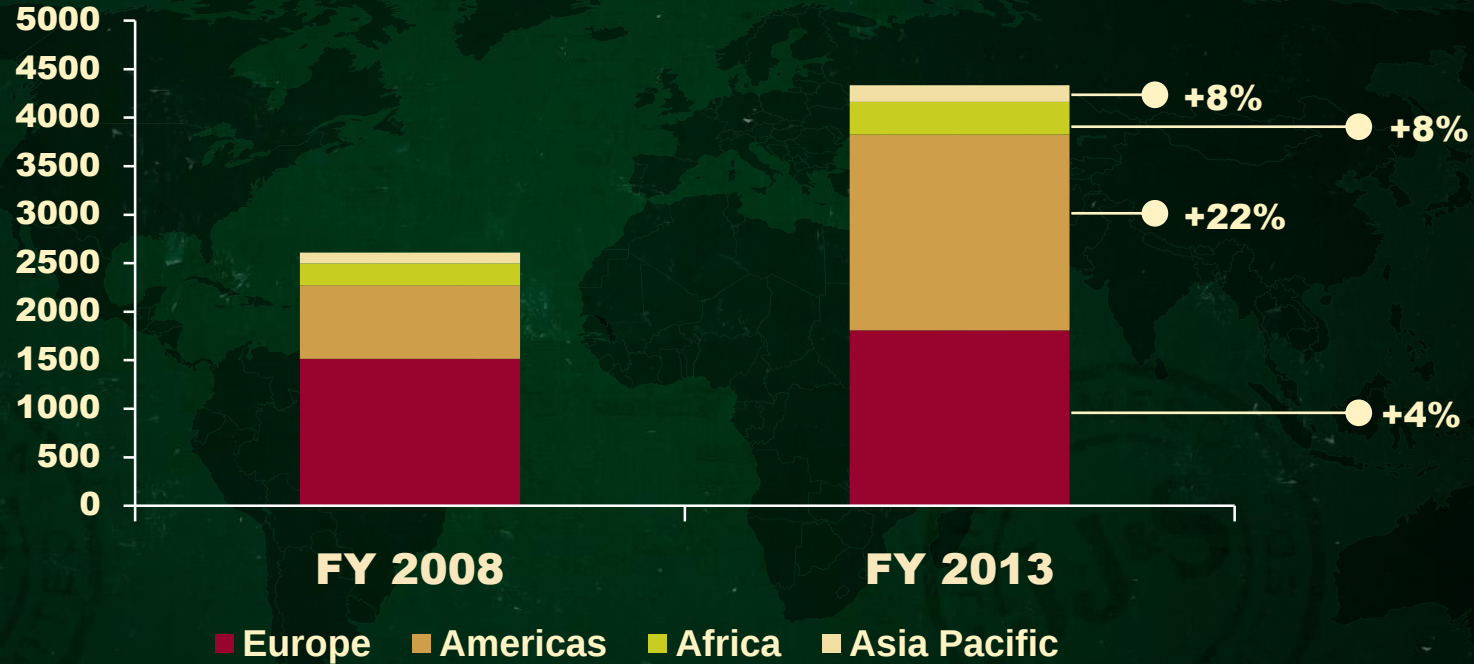


Building Global Momentum

A worldwide ambition

Jameson Sales By Region

CAGR 08-13



The future for Jameson

Leveraging the strength of Jameson Original



JAMESON®



IRISH WHISKEY

The future for Jameson

Capitalising on the opportunity at higher price points



The future for Jameson

Innovation



**Ger'onimo
UK**



**Jameson March LEB
Global**



**Jameson RTD
Australia**



The Jameson Success Story

A long runway for future growth lies ahead!

