

SOUTHERN TIER
• DISTILLING CO. •



PUMKING WHISKEY

CORE BRAND

70 PROOF | 35% ALC/VOL

750ML BOTTLE | 6 BOTTLE CARTON

Everything pumpkin spice lovers crave, crossed with what flavored whiskey drinkers expect. Add Pumking Whiskey to the list of the hottest shots in the country!

PUMKING WHISKEY

Pumking Whiskey is our newest high proof spirit brought to you by the award-winning distillers at Southern Tier.

Much like its wildly popular namesake ale from Southern Tier Brewing Company, Pumking Whiskey is pumpkin pie in a (shot) glass!

Pumking Whiskey exhibits similar attributes of other popular flavored whiskeys on the market today: smooth, delicious and sweet. The difference is ours is packed with unmistakable aromas of pie spice, buttery cream, pie crust, and culminates with a richness that flavored whiskey drinkers expect. That's because Pumking Whiskey is made from handcrafted spirits and natural pumpkin spice flavors by folks who truly know flavor.

Visit www.stdcspirits.com/downloads for point of sale materials, recipes, social media images and activation guides!

PERFECT FOR

- ✓ shots
- ✓ shooters
- ✓ cocktails
- ✓ on the rocks

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BOTTLE



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IN HIGH SPIRITS

RULE ON.

Tonight is your night... spice it up and take the field by storm.

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PUMKING WHISKEY

Recent new entrants into the specialty flavored whiskey space are matching the profiles and appeal of long time favorites, and Pumking Whiskey delivers in every aspect, and over delivers in one: we are craft distilled!

Pumking Whiskey is the latest innovation from the award winning distillers at Southern Tier. This

PERFECT FOR

- ✓ shots
- ✓ cocktails
- ✓ on the rocks

time, we're going all in on one of the most recognized brands in our Southern Tier Brewing's line of Pumking beers is easily recognized as a leader in pumpkin spiced ales.

Research shows households drink alcohol from beer, to wine and spirits, so it's simple to make the connection between Pumking Ale and Pumking Whiskey. Couple that brand recognition with the knowledge that 7 of the top 25 whiskies in the US are flavored varieties, and you have a recipe for success - not just during the fall months, but throughout the year.

BY THE NUMBERS

7 of the top 25 whiskies are flavored

IRI/Market Advantage, Total US Multi Outlet + Convenience, 52 Weeks Ending 01-05-20

Pumking Ale is the #7 fall seasonal SKU in the United States (and GROWING)

IRI/Armadillo, Total US MULC, Segment: Craft, Beer Style: Seasonal, 13W thru 10/27/2019

Pumking Ale is the #3 fall seasonal SKU and GROWING in key Southern Tier states: NY, PA, OH, NJ

SOURCE: IRI/Armadillo, New York State MULO, Pennsylvania MULO, Ohio MULO, NJ Liquor, Segment: Craft, Beer Style: Seasonal, 13W thru 10/27/2019



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