

THIS IS STOLEN X

1L BOTTLE
COMING MAY 2019

WE LIKE TO PARTY. IT'S NOT COMPLICATED.

American rye whiskey with organic raw honey and orange peel. At 80 proof, Stolen X has a kick but is smooth going down. Shoot or sip over ice.

- Straight American rye whiskey
- Aged over 2 years in new American oak
- Fresh orange peel & organic raw honey
- Affordable, all natural, gluten free, no bullshit

MARKET INSIGHTS

U.S. Craft Spirits Volume by Category reveals whiskey is 2.4x the size as liqueur & annually growing at 28.1% vs 10.2% respectively (2018 IMPACT Data)

Liquor drinks make up more than 32% of sales after midnight with whiskey and tequila accounting for almost 80% of late night sales (Quartz, 2017)

POSITIONING

Retail

Place in flavored whiskey section as a Craft trade up, adjacent to Jack Daniels Honey or American Honey

On premise

Shot or over ice.

MARKET SPECIFIC PRICING



100ML CAN
COMING SUMMER 2019

STOLEN X

SPECIFICATIONS

STOLEN X 750ML BOTTLE

Contents of Bottle: 750ml
ABV %: 40 (80 proof)
Bottles per Case: 6
COLA Reference #: 18268001001011
Palletization: 112 cases of 6 x 750ml
(672 bottles in 4 layers of 28 cases)
Case Dimensions (L/W/H): 10.06"/6.81"/11.81"
Case Weight: 16.7lbs
Cases per Pallet: 112 cases
Pallet Dimensions: 48"/40"/50.5"
Importer: Park Street

750ml UPC Code: 816136024151



750ml SCC Code: 10816136024151



STOLEN X 1L BOTTLE

Contents of Bottle: 1L
ABV %: 40 (80 proof)
Bottles per Case: 12
COLA Reference #: 18268001001011
Palletization: 55 cases of 12 x 1L
Case Dimensions (L/W/H): 14.37"/10.87"/12.37"
Case Weight: 36.08bs
Cases per Pallet: 55 cases
Pallet Dimensions: 48"/40"/67.35"
Importer: Park Street

1L UPC Code: 816136024564



1L SCC Code: 10816136024561



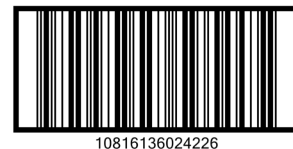
STOLEN X 100ML CAN

Contents of Bottle: 100ml Can
ABV %: 40 (80 proof)
Cans per Case: 24
COLA Reference #: XXXXX
Palletization: 232 cases of 24 x 100ml
Case Dimensions (L/W/H): 8.86"/6.69"/6.14"
Case Weight: 8lbs
Cases per Pallet: 232 cases
Pallet Dimensions: 40"/48"/55"
Importer: Park Street

100ml UPC Code: 816136024229



100ml SCC Code: 10816136024226



PICK UP POINT

Western Wine Service CA
1275 Commerce Blvd.
American Canyon, CA 94503

Western Carrier
2220 91st St.
N. Bergen, NJ 07047