

THIS IS STOLEN X

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

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

MARKETING SUPPORT

- National media and branded video content partnership with The Onion



- Stolen El Camino sampling fleet
- Merchandise collaborations with key influencers
- POS: Tap handles, shot glasses, swag, posters, etc.
- Account support (see reverse)



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HERE'S TO 4
MILLION STOLEN
X SHOTS IN 2019!

