

Conserving America's Hunting & Fishing Heritage



Conserving America's Hunting & Fishing Heritage



Dear Distributor,

Thank you for taking time out to review America's "Most Dedicated" line of whiskies for the Great Outdoors. We provide high retail and distributor margins along with Great Distributor Support and Programming. Please review the following presentation, product information, packaging and pricing.

Please contact your state manager at Prestige and he or she will review the entire presentation and discuss your companies interest.

Thank You



Rod & Rifle Bourbon

Rod & Rifle Bourbon is designed, produced and marketed with passion for the Great Outdoors. Our 88 proof bourbon is perfect to enjoy after a great day on the river, stream or lake or successful trip into the woods, mountains or fields.

Tasting Notes – Medium to dark amber color; smooth marzipan and tea nose; silky texture; smooth, rich with balanced spice and vanilla oak; extremely smooth at first and ends with a “Smokey Camp Fire Finish”.

DID YOU KNOW:

American’s Spend Over \$83 Billion Each Year In Hunting & Fishing Goods





Rod & Rifle Rye

Rod & Rifle Rye Whiskey is distilled, aged and bottled to create a high quality 84-proof Rye Whiskey for outdoor enthusiasts. Our Rye whiskey combines small town, time honored tradition for a rich and balanced taste. Always Hunt, Fish, Shoot and Enjoy the Outdoors Responsibly!

Tasting Notes – Huge distinctive color; tastes of caramel, wild berries and sweet corn; superb velvety texture with a brilliantly balanced palate; finish is spicy outdoors with a “Camp Fire Smokey Finish”.

DID YOU KNOW:

Over 19.3 Million People Will Hunt This Year





Rod & Rifle Whiskey

Rod & Rifle Whiskey is perfectly priced and produced for “Outdoor Enthusiasts”. We merge our knowledge of great bourbon and rye to hand craft our 80 proof Rod & Rifle Whiskey. Unlike other whiskies, we do not use Neutral Grain Spirits when producing Rod & Rifle.

Tasting Notes – Rich copper color; tastes of buttery pecans, dried fruit and sweet jams; outstanding consistency and outdoorsy taste; wraps up with a peppercorn and “Camp Fire Smokey Finish”.

DID YOU KNOW:

Over 60 Million People Will Fish This Year





Distributor Support

- **Product Launch, Market Visits**
- **Exclusive Distribution Territory**
- **Excellent Product Support & Training**
- **Distributor Service Representative (DSR)**
- **Chain Store Special Pricing and Presentations**
- **Local Hunt, Fish and Shooting Club Lead Generation**



DID YOU KNOW:

Hunters & Anglers Outnumber Motor Sports Fans 2 to 1



Distributor Programming

Sales Incentives Options (Co-Op 50/50)

- 1) \$1.00 Bottle Sales Incentive First 60 Days To Sales**
- 2) \$1.00 Bottle Sales Incentive Next 30 Days To Manager**

Sample Program (Co-Op)

- 1) Rod & Rifle Provides Two Cases per Pallet**
- 2) Distributor Provides Two Cases per Pallet**
- 3) All Other Samples Approved By Written Notice**

WELCOME TO THE AMERICAN WHISKEY REVOLUTION



Sales Tools and POS

- 1) POS Including Sales Sheets**
- 2) Custom Designed Table Tents with Drink Specials**
- 3) 11” x 17” On / Off-Premise Multi Product Posters**
- 4) 11” x 17” Local Rod, Gun and Shooting Club PSA Poster**
- 5) State Specific Sales Sheets with Retail Costs / Margins**
- 6) Custom Artwork for Banners and Wraps Available**

DID YOU KNOW:

Combined Hunting and Fishing Directly Support 1.6 Million Jobs in the US



Major Targets

- **Outdoor On-Premise Accounts**
- **Local Hunt, Fish & Shooting Clubs**
- **Ducks Unlimited, Whitetails & Wild Turkey Chapters**
- **Outdoor Chapter Dinner with Bottle Donations for Tastings**
- **The Products Sell Better In the Rural Areas Where Hunting, Fishing and Shooting Are More Popular Than Urban Areas.**

DID YOU KNOW:

Hunters & Anglers Outnumber Motor Sports Fans 2 to 1



Promotions: Top Priority

Prime Marketing Groups

Local Rod, Rifle & Shooting Clubs
Local Hunting and Fishing Restaurants
Hunting & Fishing Organizations
Outdoor Hiking & Conservation Groups

Local Sampling/Tastings

Ducks Unlimited Fundraisers
National Wild Turkey Federation
Whitetails Unlimited
Trout Unlimited



DID YOU KNOW:

Annually Hunters and Anglers Spend \$9 Billion to Lease and Purchase Land For Their Sport

Rod & Rifle Print Ads, Online and Public Service Announcement

*Please Hunt, Fish, Shoot & Enjoy
The Great Outdoors Responsibly*

**CONSERVING LOUISIANA'S
HUNTING & FISHING HERITAGE**

**PUBLIC SERVICE ANNOUNCEMENT
BROUGHT TO YOU BY
ROD & RIFLE SPIRITS**

www.rodandriflebourbon.com

**ROD & RIFLE
SPIRITS**

**CONSERVING AMERICA'S
HUNTING & FISHING HERITAGE**

**ROD & RIFLE
BOURBON**

**ROD & RIFLE
WHISKEY**

**Wildlife
Forever**

**OUR NATIONAL CONSERVATION PARTNER
OVER 1,200 PROJECTS ACROSS THE USA.**

[Click to See Your State Projects](#)

Perfect Gift for Family, Friends, Hunting Partners
Fishing Buddies and Property Owners Allow Hunting.

Please Always Hunt, Fish, Shoot & Enjoy the
Great Outdoors Responsibly.
Please visit

www.rodandriflebourbon.com or www.wildlife.org

SPECIAL ISSUE

OUTDOOR LIFE

GUN AND OPTICS TEST

18 NEW RIFLES AND SHOTGUNS
37 BINOS AND SCOPES

Summer Fishing

TRACK TROUT WITH TECHNOLOGY

THE BEST ABOUT BULLET DEFLECTION

THE BEST COOLERS FOR HILL SPORTSMEN

A TR

PROJECTS MUST-HAVE GEAR FOR THE HUNT

OUR GEAR GET THE BEST OF THE HUNT

TECHNOLOGY TO THE HUNT

CONFESION THE HUNT IS A WEEK LONG

BEAR HUNTING BEST NEW NON-TOXIC BAIT FOR GREAT RESULTS FOR THE HUNTER

FIELD & STREAM

CATCH FISH ALL SUMMER

61 LAKES, RIVERS, AND TIPS FOR

ADVERTISING HEAVY LIFT IN THE FIELD

SUPPORT MEETING CHALLENGES & HEAD-TO-TOO TALK

Conserving America's Hunting & Fishing Heritage



Rod & Rifle Straight Bourbon Whiskey is an 80-proof, double distilled, campfire smooth bourbon with a rich and balanced taste profile. Rod & Rifle Bourbon is aged for 48 months and custom formulated using the finest quality mash bill of 70% Corn, 25% Rye, and 5% Malted barley. Specifications: 750 ml Bottle / 6 Bottle Case 120 Cases Pallet / Case - 24# / Bottle UPC # 634650070801 Case UPC# 0634650666802/ 80 Proof

Conserving America's Hunting & Fishing Heritage

Rod & Rifle Straight Rye Whiskey is an 84-proof, smooth rye whiskey with a rich and balanced taste profile aged for 24 months. Our Rye whiskey combines small town, time honored tradition with a Kentucky mash bill of 95% Rye and 5% Barley. Spec's: 750 ml Bottle / 6 Bottle Case 120 Cases Pallet / Case 22# / Bottle UPC # 634650070603 / Case UPC# 0634650666608 and 84 Proof /



Conserving America's Hunting & Fishing Heritage

Rod & Rifle American Blended Whiskey is distilled, aged and bottled to create a high quality 80-proof whiskey for outdoor enthusiasts. Unlike our competitors, we **DO NOT** add Coloring, Flavoring or Grain Neutral Spirits to our Whiskey. Specs: 750 ml Bottle / 6 Bottle Case / 120 Cases Pallet / Case Weight 22 # / Bottle UPC # 634650070702 / Case UPC# 0634650666705 / 80 Proof



Bourbon Shelf Price (PTC) \$29.99

Price to Retailer (PTR)

6 Bottle Case Cost= \$131.34 PTR

Single Bottle Cost= \$21.89 PTR

Margin% =27%

Rye Shelf Price (PTC) \$26.99

Price to Retailer (PTR)

6 Bottle Case Cost= \$118.20 PTR

Single Bottle Cost= \$19.70 PTR

Margin% =27%

Whiskey Shelf Price (PTC) \$19.99

Price to Retailer (PTR)

6 Bottle Case Cost= \$87.54 PTR

Single Bottle Cost= \$14.60 PTR

Margin% =27%

Distributed By:

Your Distributing Co Inc

2901 Moss Street

Gatortown, LA

77777

Ph (337) 111-2337

State Specific Sales Sheets and Posters

**PUBLIC SERVICE ANNOUNCEMENT
BROUGHT TO YOU BY ROD & RIFLE SPIRITS**

*Please Hunt, Fish, Shoot & Enjoy
The Great Outdoors Responsibly*

CONSERVING LOUISIANA'S HUNTING & FISHING HERITAGE



www.rodandriflebourbon.com

OUR RETAIL PARTNER AND ROD & RIFLE SPIRITS ARE CONSERVING MICHIGAN'S HUNTING AND FISHING HERITAGE.

ROD & RIFLE
SPIRITS

ROD & RIFLE BOURBON
CONSERVING AMERICA'S HUNTING & FISHING HERITAGE
Your Purchase Includes
All Rod & Rifle Bourbon, Whiskey & Rye
Includes 100% American Grain & 100% American Distillation

ROD & RIFLE BOURBON
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE AMERICAN BLENDED WHISKEY
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE RYE
Conserving America's Hunting & Fishing Heritage



PLEASE VISIT WWW.RODANDRIFLEBOURBON.COM TO JOIN OUR CONSERVATION EFFORTS

ROD & RIFLE

ROD & RIFLE BOURBON
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE BOURBON
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE WHISKEY
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE RYE
COMING SOON!

CONSERVING FLORIDA'S HUNTING & FISHING HERITAGE

ENTER TO WIN

PLEASE HUNT, FISH AND ENJOY THE OUTDOORS RESPONSIBLY

Conserving Louisiana's Hunting & Fishing Heritage

PLEASE ALWAYS HUNT, FISH, SHOOT & ENJOY THE OUTDOORS RESPONSIBLY

ROD & RIFLE BOURBON
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE BOURBON
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE RYE
Conserving America's Hunting & Fishing Heritage

ROD & RIFLE WHISKEY
Conserving America's Hunting & Fishing Heritage

TASTING 92
Anthony Dis Mar 2019





Meet Our Consumer

Fisherman

71% Drink Alcoholic Beverages

46% Drink Whiskey By Choice

50% Prefer Bourbon/Whiskey

Hunters

78% Drink Alcoholic Beverages

49% Drink Whiskey By Choice

55% Prefer Bourbon/Whiskey

Outdoor Channel & North American Media Monthly
Membership Reach: 10 Million

Total Fisherman Base: 1,350,000

Total Hunter Base: 8,265,000

DID YOU KNOW:

Since 2006 Angler Numbers Have Grown Over 11%



Fisherman Annually

Anglers and Days of Fishing

Total Anglers- 34,071,000

Total Annual Days Fished- 557,394,000

Freshwater (except great lakes)

Total Anglers- 28,439,000

Total Annual Days Fished- 466,984,000

Percent of total Anglers- 84%

Great Lakes

Total Anglers- 1,847,000

Total Annual Days Fished- 23,138,000

Percent of total Anglers- 4%

Saltwater

Total Anglers- 9,051,000

Total Annual Days Fished- 90,838,000

Percent of total Anglers- 16%

Hunters Annually

Hunter and Days Hunting

Total Hunters- 13,034,000

Total Annual Days Hunting- 228,368,000

Big Game

Total Hunters- 10,911,000

Total Annual Days Hunting- 153,191,000

Percent of total Hunters- 84%

Small Game

Total Hunters- 5,434,000

Total Annual Days Hunting- 60,142,000

Percent of total Hunters- 42%

Migratory Birds

Total Hunters- 2,956,000

Total Annual Days Hunting- 29,310,000

Percent of total Hunters- 23%

WELCOME TO THE AMERICAN WHISKEY REVOLUTION



Some of Our Many Conservation Partners



WELCOME TO THE AMERICAN WHISKEY REVOLUTION



Display Enhancer- 6+ cases



**High
Quality**

Drive Consumer Awareness & Brand Visibility

**Ameristep Custom RR Deer Blind
Model: Camo Decorated**

- Rugged Hub Wall Design
- Quick and Easy Setup/Takedown
- Stakes & High Wind Tie-Downs
- Includes Backpack
- Dimensions: 60" Square x 66" High
- 9 Windows
- Pack dimensions: 8" x 39"
- Weighs approx. 14 lbs.



Keys To Our Success

- Point of Sale Materials
- Great Individual State Sales Sheets
- Finest Barrel Aged American Bourbon
- American Whiskey from Bourbon Distillate
- Smooth American Oak Barrel Aged Rye Whiskey
- Outdoor Enthusiasts Among Most Passionate Buyers
- Preserving America's Hunting and Fishing Heritage
- 90 Million Americans Annually Enjoy The Outdoors
- Generous Contribution To Your Conservation Groups



WELCOME TO THE AMERICAN WHISKEY REVOLUTION



**Thank you for your Time!
We look forward to building our brands
together with you!**

**Contact- Tom Cleaver
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Rod & Rifle Bourbon
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Ph (586) 463-9400**

