

# BASIL HAYDEN®

## FEATURES & BENEFITS

Basil Hayden's® is a Super-Premium Small Batch Bourbon. Handcrafted in limited quantities, Basil Hayden's® has a complex balance of spicy flavors and smooth mixability

Basil Hayden's® is an extra-aged bourbon bottled at a relatively mild 80 proof and finished in handcrafted packaging.

Basil Hayden's® is unique because it has twice as much rye in its recipe than most bourbons

The spicy flavor of the rye in Basil Hayden's® marries with the sweet smoothness of the corn for a character unlike any other bourbon

## WHAT MAKES IT DIFFERENT:

Basil Hayden's® is developed from a recipe dating back to 1796, is artfully aged and bottled at 80 proof. The whiskey is made with a higher percentage of rye, imparting a remarkably spicy, sweet character making Basil Hayden's® great for mixing.

## WHY BASIL HAYDEN®'S BOURBON?

- Super Premium American Whiskey is one of the fastest growing Spirits segments, +31.8%<sup>1</sup>
- Basil Hayden's is the 5<sup>th</sup> best-selling Super Premium American Whiskey and is +46%, out pacing segment growth<sup>1</sup>

## TASTING NOTES

**Color:** Golden amber

**Aroma:** Spice, tea, hint of peppermint

**Taste:** Spicy, peppery, honey, light-bodied, gentle bite

**Finish:** Dry, clean, brief



## PRODUCT DETAILS

**Proof:** 80

**Size:** 750 ml

**Recommended Pricing:** \$41.99

# OVERCOMING OBJECTIONS

## Why should I carry another Super Premium Bourbon?

- Basil Hayden's® is steeped in history. The bourbon was developed from a recipe dating back to 1796, and is artfully aged and bottled at 80 proof, a milder experience for the Whiskey Enthusiast.
- Basil Hayden's® is a versatile and approachable bourbon. The whiskey is made with a higher percentage of rye, imparting a remarkably spicy, sweet character making Basil Hayden's® great for mixing in cocktails, or for sipping on its own

## 2015 MEDIA SUPPORT

- National Digital and Social plan
- Communication centers around aligning Basil Hayden's® message with today's handcrafted American culture
- 3x the investment in Social Channels (Facebook, Twitter & Search)



## RECIPE

### Basil Hayden's® Jockey's Julep

- 2 parts Basil Hayden's® Bourbon
- 8-10 Mint Leaves
- 8 Blueberries
- 1 part Fresh Lime Juice
- 3/4 parts Simple Syrup

Muddle mint leaves and blueberries in a mixing glass.

Add remaining ingredients and shake over ice.

Fine strain into a rocks glass with crushed ice.

Garnish with blueberries and a sprig of mint.

## SUGGESTED SHELF STRATEGY:

1. Basil Hayden's® should have a prominent location within Super Premium Bourbon
2. Place our other Small Batch bourbons to the Right of Knob Creek®

**Order: Basil Hayden's® Bourbon > Baker's® Bourbon > Booker's® Bourbon**



## PRODUCT SPECS

750 ml  
UPC: 08068601240  
SCC: 10080686012402

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