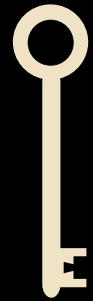


A TASTE MADE  
FAMOUS  
BY AN INFAMOUS  
ACT.



[www.larcenybourbon.com](http://www.larcenybourbon.com)



# INTRODUCING THE LEGEND

To understand the name, you must first understand the man. John E. Fitzgerald was a Treasury agent, a “government” man who had the only set of keys to the rickhouses where all the Bourbon was stored. Legend has it that on occasion, Mr. Fitzgerald would “help himself” to only the finest, smoothest Bourbon barrels in the rickhouses. It seems that Mr. Fitzgerald’s only weakness was quality Bourbon and everyday he walked the fine line between self-restraint and self-indulgence.

## ABOUT LARCENY

Soon, distillery workers caught on to Mr. Fitzgerald’s temptation and eventually, the best Bourbon barrels in the rickhouse became known as “Fitzgerald” barrels. Larceny is a tribute to the man with a sophisticated palate. Using wheat as a secondary grain, Larceny is a smoother tasting Bourbon. Though his actions might be considered larceny, we don’t like to think of Mr. Fitzgerald as a thief; we like to think of him as a man with refined taste. Unlock the smoothness and decide for yourself.

JOHN E. FITZGERALD  
**LARCENY**  
KENTUCKY STRAIGHT BOURBON WHISKEY  
VERY SPECIAL SMALL BATCH



## TASTING NOTES

COLOR: BRIGHT NEW COPPER  
AROMA: FRESH BREAD AND TOFFEE, WITH A NOTE OF BUTTERSCOTCH  
TASTE: BUTTERY CARAMEL AND HONEYED NOTES, WITH A RICH MOUTHFEEL  
FINISH: LONG, GENTLY SWEET AND SAVORY



# CONSUMER INSIGHT

## TARGET CONSUMER

Bourbon continues to be in the midst of a renaissance, experiencing strong growth and interest from consumers. More than ever, these consumers are demanding high quality, unique products with a smooth taste profile. Willing to experiment, today’s consumer holds 3-4 brands in their consideration set, while still being open to discovering new and interesting Bourbons. Authenticity is extremely important to this consumer, but needs to be balanced with unique product characteristics. Larceny capitalizes on this, as a high-proof, wheated Bourbon that draws upon the lineage of John E. Fitzgerald.



## CONSUMERS ARE TALKING

Source: Consumer Research

JOHN E. FITZGERALD  
**LARCENY**  
KENTUCKY STRAIGHT BOURBON WHISKEY  
VERY SPECIAL SMALL BATCH

### NAME

“Intriguing”

“Edgy and sleek”

### PACKAGE

“Upscale, classy and clean”

“Key and keyhole design is unique and interesting”

“Vintage, yet modern”

“Established...1870 date gives it legitimacy”



### BOTTLE

“Easy to carry to take to social settings”

“Top shelf design”





# KEY LARCENY AT A GLANCE

## KEY PRODUCT ATTRIBUTES

### EST. 1870

In 1870, John E. Fitzgerald was released as a private label Bourbon. It wasn't until the early 1900's that it was sold to the public.

### VERY SPECIAL SMALL BATCH

Created as a small batch, Larceny is made from 75 barrels or less. This allows the Master Distillers to choose only those barrels that have achieved the ideal taste profile and reached peak maturity.

### 92 PROOF

Bottled at 92 proof, Larceny is a perfect base in a variety of whiskey cocktails. With its high proof, Larceny's smooth, mellow taste still allows it to be enjoyed neat or on the rocks. Larceny's Age: Larceny was selected by the Master Distillers to have a taste profile of a six-year-old Kentucky Straight Bourbon Whiskey.



### JOHN E. FITZGERALD

John E. Fitzgerald Bourbons have long been known for their wheat profile. Larceny carries on this tradition and is made with wheat as the secondary grain instead of the traditional rye. Its mashbill calls for one-third more wheat than other competitors, making it a smoother and more mellow-tasting Bourbon.

# KEY UPC & PALLET CONFIGURATIONS



SIZE	UPC	SCC	PACK SIZE	CASES/LAYER	LAYERS/PALLET	CASE WEIGHT
1.75 Liter	0 96749 03153 5	100 96749 03153 2	6	15	4	42.6 lbs.
1.0 Liter	0 96749 03154 2	200 96749 03154 6	6	24	4	25.6 lbs.
750 ML	0 96749 03155 9	200 96749 03155 3	6	24	5	20.5 lbs.
50 ML	0 96749 03156 6	100 96749 03156 3	96	10	12	16.9 lbs.



# KEY SHELF STRATEGY





# OFF-PREMISE POS



OFF-PREMISE MATERIALS:	ITEM NUMBER	PACK SIZE
Case Card	LA10013	10/pkg.
Plastic Shelf Talker	LA10113	10/pkg.
Tasting Notes Card	LA12313	10/pkg.
Floor Display	LA16413	1/pkg.
Retractable Banner (not shown)	LA13513	1/pkg.
50ml Counter Display	N/A	N/A



# TRADE ADVERTISING

Strategically placed trade advertising introduces retailers and on premise customers to Larceny and encourages them to seek it out.



TRADE AD



MAGAZINE ADS



# ON-PREMISE POS



ON-PREMISE MATERIALS:	ITEM NUMBER	PACK SIZE
Back Bar Display	LA10913	1/pkg.
Large Replica Glass Bottle	LA14413	1/pkg.
Golf Shirt	LA19513 S-2X	1/pkg.
Keychain	LA10B13	10/pkg.
Matches (not shown)	LA18813	10/pkg.
Leather Bracelet (not shown)	LA13713	1/pkg.
Coasters	LA18613	50/pkg.
Rocks Glasses	LA15813	36/pkg.

# DIGITAL SUPPORT

Through a highly targeted digital program, Larceny is able to reach a variety of Bourbon enthusiasts as well as key trade influencers.

[www.LarcenyBourbon.com](http://www.LarcenyBourbon.com)

