



BLOCK HEAD COMBINES DELICIOUS FLAVORS OF CARAMEL POPCORN AND RICH PEANUT FOR A WHISKEY LIKE NO OTHER. A NEW TYPE OF FLAVORED WHISKEY MADE BY DISRUPTORS FOR DISRUPTORS!



INTRODUCING BLOCK HEAD WHISKEY'S SNACK SIZE:

The perfect size for America's first snacking whiskey. Perfect for when you need a little nip of something strong but don't want to commit to a full 750ml bottle. Pair with your favorite nibbles for the ultimate snackable pairing, or add the perfect-sized pour to your cup of coffee!



BLOCK HEAD DELIVERS!

- Unique flavor and taste profile
- Fun ways to engage curious spirits drinkers and non-whisk(e)y drinkers
- A nod to an all-time favorite snack: CARAMEL POPCORN!

TASTING NOTES:

- Natural flavors of **SWEET CARAMEL** and **SAVORY POPCORN** are married with **OAKY** and **SWEET FLAVORS** of all American **WHISKEY**. Additional notes of **BUTTER**, **ROASTED PEANUTS**, and **VANILLA**.

With +5M units sold over last year, the 50ml category continues to grow for flavored whiskey. ¹

¹ Nielsen – Total US – RTD's & Spirits (Feb. 2023). Scan Data, RY52 W.