



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!



FUN FACTS:

- 🌽 Popcorn is America's #1 snack. Over 236 million Americans will consume popcorn in 2023. ¹
- 🌽 Caramel is a top 3 popcorn flavor! ²
- 🌽 Flavored whiskeys are accelerating the category and attracting new consumers, especially millennials. Flavored whiskey: +11M units vs LY! ³

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.**



750ML BOTTLE SPECIFICATIONS

SHIPPER SIZE
12 x 750ml bottles

SHIPPER DIMENSIONS
12 3/8 in x 9 7/8 in x 11 1/4 in

UPC



SCC



SNACK SIZE 50ML BOTTLE SPECIFICATIONS

SHIPPER SIZE
10 x (12 x 50ml bottles)

SHIPPER DIMENSIONS
15 15/16 in x 13 1/4 in x 5 1/8 in

UPC



SCC



¹ [statista.com/statistics/285906/consumption-of-popcorn-products-in-the-us-trend/](https://www.statista.com/statistics/285906/consumption-of-popcorn-products-in-the-us-trend/) ² [nationaltoday.com/national-popcorn-day/](https://www.nationaltoday.com/national-popcorn-day/) ³ [marketwatchmag.com/flavors-find-favor/](https://www.marketwatchmag.com/flavors-find-favor/)