## FAR FROM USUAL.

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!

## **BLOCK HEAD DELIVERS!**

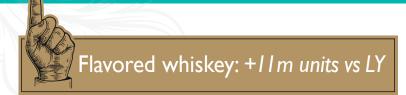
- · Unique flavor and taste profile
- Fun ways to engage curious spirits drinkers and non-whisk(e)y drinkers
- A nod to an all-time favorite snack: Caramel Popcorn!







FLAVORED WHISKEY IS DRIVING CATEGORY GROWTH AND CONTINUES TO ATTRACT NEW CONSUMERS<sup>1</sup>



Did you know the ready-to-eat popcorn/caramel corn category is worth billions? Americans love their caramel popcorn, and now they're ready to fall in love with the best snackable whiskey!





@BlockHeadSpiritsCo

BlockHeadSpirits.com

