

# 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>



Flavored whiskey: +11m units vs LY

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

THE ORIGINAL  
SNACKING FLAVORED WHISKEY  
**BLOCK HEAD**



PRODUCT OF THE <b>U.S.A.</b>	<b>SNACKING FLAVORED WHISKEY</b> A flavored whiskey for those "in-between" meals or an "in-between" moment. Between "now and then" or simply "between friends". Any way you want it, we've got you covered.	PROOF <b>74</b>
VOLUME <b>750ML</b>		ALC. BY VOL. <b>37%</b>