



FAR FROM USUAL. ODDLY FAMILIAR.

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.<sup>1</sup>

Caramel is a top 3 popcorn flavor!<sup>2</sup>

Flavored Whiskey + 11m units vs LY

Flavored whiskeys are accelerating the category and attracting new consumers, especially millennials.<sup>3</sup>

THE WORLD'S FIRST AND BEST SNACKING WHISKEY!



SNACKABLE PAIRING SUGGESTIONS:



Caramel Popcorn



Pretzels W/ Cream Cheese Caramel Whiskey Dip



Pigs in a Blanket



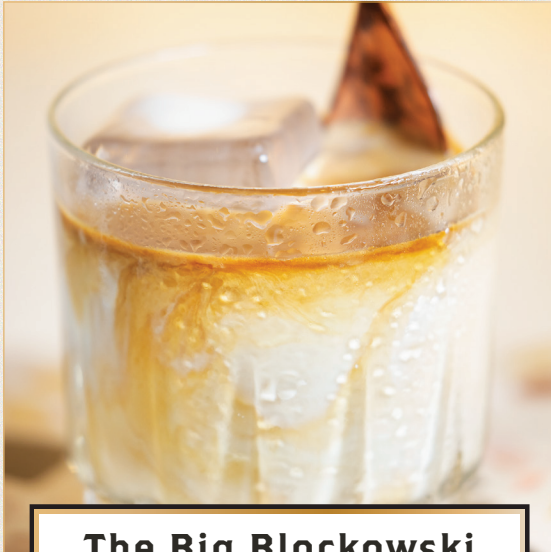
1 statista.com/statistics/265906/consumption-of-popcorn-products-in-the-us-trend/

2 nationaltoday.com/national-popcorn-day/

3 marketwatchmag.com/flavors-find-favor/



**BLOCK HEAD COCKTAIL MENU**



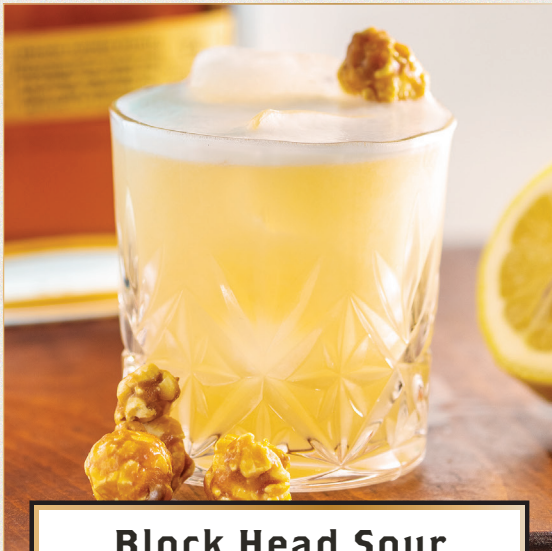
**The Big Blockowski**



**Block-spresso Martini**



**Hot Block Head**



**Block Head Sour**



**Block-Fashioned**



**Block Head Spiked Cider**