

love has
everything
to do
with it.



THE TREND TO LOVE

- Distilled Spirits Category continues to experience growth
- Distilled Spirits outpace Beer and Wine with dollar sales outpacing volumes ...category shifts towards higher average price points
- Flavored Spirits add excitement and volume and are responsible for category volume gains with Flavored Vodka at the forefront
- Flavored Spirits command premium price points
- The size of the Flavored Vodka segment is almost the size of the entire Tequila segment

THE OPPORTUNITY

- Distilled Spirits outpace Beer and Wine with dollar sales outpacing volumes
- Flavored Spirits are responsible for category volume gains and **flavored vodka is on top**
- Johnny Love Vodkas command premium pricing
- Johnny Love Vodkas are designed as ready-to-drink, "full proof" concoctions to be enjoyed straight or with mixers
- Johnny Love Vodkas are endorsed by bartenders for their "**we want flavor**" clientele
- Consumer call for Johnny Love cocktails is on the rise

THE PRODUCT

- Premium, uniquely exotic flavored vodkas
- A variety of contemporary flavors
- Differentiate from category by utilization of 'perfume strategy'
 - Triple distilled vodka as base
 - Huge aromas & full middle pallet flavors
 - Elimination of alcohol burn
- Designed for today's **on-trend consumers** - styled for young, male and female professionals, sports and travel enthusiasts and early adopters
- Competitively priced for higher margin cocktails

JOHNNY
LOVE
V O D K A

There's a lot of love in every bottle.



JOHNNY LOVE VODKA is a line of uniquely exotic flavored vodkas - exceptional ingredients combined with the smoothest premium vodka. Our triple-distilled multi-filtered vodka is offered in a variety of enticing flavors including tangerine, pineapple-coconut, passion fruit, and apple. The result is a delightful and refreshing infusion - perfect straight or with a splash of your favorite mixer.

- Triple-distilled, multi-filtered 80 proof...using our proprietary classic 70 proof vodka, we infuse 100% natural, exotic flavor essences
- Differentiated from competitive brands by flavor intensity, dynamic aromatics and bouquet, eliminating the alcohol burn on the finish



JOHNNY LOVE TANGERINE: Tangerine Flavored Vodka...fragrant, ripe and sensual with exotic tangerine essence

JOHNNY LOVE APPLE: Apple Flavored Vodka...the green apple essence is crisp and tart for a fresh picked flavor

JOHNNY LOVE VODKA: Premium Vodka...unflavored, refined and elegant - at 80 proof - it's a classic!

JOHNNY LOVE ALOHA: Pineapple Flavored Vodka...a paradise of pineapple essence with hints of coconut and citrus

JOHNNY LOVE PASSION: Passion Fruit Flavored Vodka...pure seduction from the tropics using the very essence of passion fruit

AVAILABLE IN 1.75L, 750ML, 200ML AND 50ML "SMOOCH" SIZES

Take a drink on the wild side.



JOHNNY BE GOOD

JLove Premium Vodka
and Coke



LOVE ON THE ROCKS

JLove Premium Vodka on ice
with a squeeze of lime



BLUE BALLS

JLove Passion Flavored
Vodka, Splash Chambord

MELLOW PUNCH

JLove Passion Flavored
Vodka, 7-Up, Cranberry Juice

COMFY PASSION

JLove Passion Flavored
Vodka, Southern Comfort, OJ



DIRTY MOMMA

JLove Tangerine Vodka, OJ,
Chambord

LAZAGNE COCKTAIL

JLove Tangerine Vodka,
Cointreau, Sweet & Sour,
Cranberry, OJ

PEACH FUZZ

JLove Tangerine Vodka with a
splash of Peach Schnapps

STARBURST SHOT

JLove Tangerine Vodka,
Blackberry Liqueur, OJ, Red Bull

APPLE AMERCARIDA

JLove Apple Vodka, Tequila,
Sweet & Sour, Triple Sec, Lime
Juice



APPLE PIE

JLove Apple Vodka, Splash
Sweet & Sour, Peach Schnapps

APPLE KISS

JLove Apple vodka ,OJ,
Cranberry, Soda

EVE'S FAULT

JLove Apple Vodka,
Chambord, 7-up

HAWAIIAN HOOTERS

JLove Pineapple Vodka, Sweet
& Sour, Chamord, 7-Up



JOHNNY DANGEROUSLY

JLove Pineapple Vodka, Pineapple
Juice, Soda

COCONUT CREAM PIE

JLove Pineapple Vodka, Malibu,
Whipped Cream

AMERICAN MAI TAI

JLove Pineapple Vodka,
Pineapple, OJ



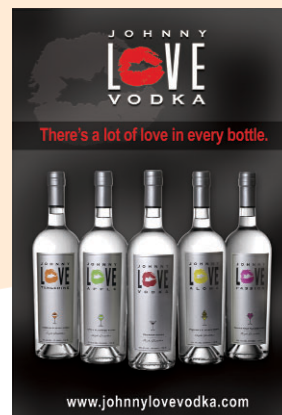
feel the love in all the right places



THE PROMOTIONAL SUPPORT

- A variety of on-premise iconic material to include; posters, t-shirts, table tents, tattoos, and recipe booklets
- Custom materials available for bar nights and special events

JOHNNY LOVE TABLE TENTS



(back)

JOHNNY
LOVE
VODKA

UNIQUELY EXOTIC
FLAVORED VODKAS

WWW.JOHNNYLOVEVODKA.COM

ON-PREMISE SUPPORT

feel the love in all the right places



IN-STORE SHELF DISPLAY SUPPORT

- Johnny Love drink recipe tearpads that feature Johnny's favorite mouth-watering concoctions for each of the flavored vodkas.
- Two-sided eyecatching shelf-talkers that feature a flavored vodka on one side or Johnny Love Premium Vodka on the other.

JOHNNY LOVE "TAKE A DRINK ON THE WILD SIDE" RECIPE TEARPADS

Take a drink
on the
wild side.



BLUE BALLS
JLove Passion Flavored Vodka,
Splash Chambord

MELLOW PUNCH
JLove Passion Flavored Vodka,
7-Up, Cranberry Juice

COMFY PASSION
JLove Passion Flavored Vodka,
Southern Comfort, OJ

PASSION HEARTED
JLove Passion Flavored
Vodka and OJ

**JOHNNY
LOVE
VODKA**

UNIQUELY EXOTIC FLAVORED VODKAS

5" x 3"

JOHNNY LOVE SHELF TALKERS

There's a
lot of love
in every bottle.

**JOHNNY
LOVE
VODKA**

UNIQUELY EXOTIC FLAVORED VODKAS

3" x 2"

**JOHNNY
LOVE
VODKA**

UNIQUELY EXOTIC
FLAVORED VODKAS