

# MONTHLY BUZZ

# January 2026 139th Edition



# HIVE





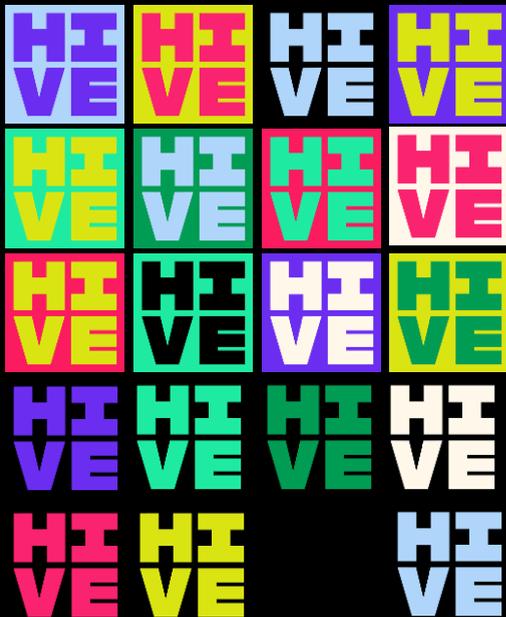
# BUZZWORTHY

JIM DAHL - CHRISTINA KING - COREY SIMS

The Brown-Forman Team in NY would like to recognize **Kaseem Hosley** in New York with a Hive Swarm Spirit Award.

*“Kaseem's initiative on the engraving program has been exceptional. It saved us time & money and set a new record of **880 bottles engraved**. You didn't just meet expectations; you exceeded them with your actions. I encourage you to continue this great work and passion as we push for a strong close to the fiscal year.”*

-Brown-Forman Team NY



The Hive has a new **VIBE!** Check out our agency's new website:

<https://thehiveinc.com>





ABIGAIL WATTERS

MILWAUKEE, WI

SENIOR KEY ACCOUNT & ACTIVATION MANAGER



### **Beecher St Bourbon Bash**

**Accounts: Station No 06, WA Cheese and Sausage**

- New Case and Pod JD Heritage
- 100 person ticketed
- 2 cases sold to consumers
- Bourbon event
- Old Forester / Woodford / Jack Daniels
- Consumers reviewed the Jack Bonded Espresso Old Fashioned very well, asking for the recipe and were happily shocked by the depth of flavor.

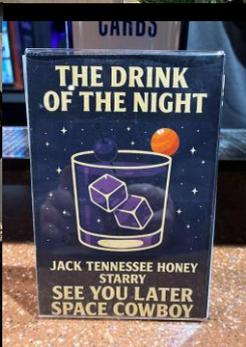
### **Woodford Tasting**

**Account: BJ's Crafty Tap**

- 1.33 cases
- 30 consumers in attendance for guided tasting
- 4 New Pods
- Month long Woodford Spiced Mule Feature
- 50% Increase from last year
- Consumer favorite from the event was the Woodford Double Oaked, the account was very happy with the turnout from the event and has requested to do more in the future,



**AIDAN LEYLAND**  
**PITTSBURGH, PA**  
 KEY ACCOUNT & ACTIVATION MANAGER



Tepache hosted their first ever el Jimador cocktail seminar. 14 patrons were guided through making two EJ cocktails and kept a recipe card. We also executed two samplings at our largest accounts PPG Arena and Stage AE Concert Venue.

- Tepache: EJ
  - +5.48 9L cs EJ YTD
    - 9 New POD's
  - Attendees: 14
  - Menu Placements: 8
    - 4 Cocktails per Tepache location
- Stage AE: JDTH & Flavors
  - Attendees: >1,000
  - Samples: 171
    - Majority JDTH
  - Feature Price: \$12
- PPG Arena: JDTH & J&C
  - +7.42 9L cs J&C
    - (New POD)
  - +1.00 9L cs JDTH
    - (+100% YTD)
  - Attendees: 192
  - Samples: 82
  - Feature Price: \$16



**ALYSSA GUERRA**  
**AUSTIN/SAN ANTONIO, TX**  
 KEY ACCOUNT & ACTIVATION MANAGER



Supported a National Account Manager in executing a **WR & WRDO Yelp** event at the **Hilton Austin**.

- 150 samples
- 200 people reached

Secured **two permanent menu placements** at **The Liberty**, a bar with a strong preference for **Suntory/Beam** products.

- 7 bottles

Re-established **El Jimador** in a well at **The Grackle** that had previously replaced the brand with **Sauza**.

- 1.9 cases

Assisted in securing **El Jimador** well placement at one of Austin's top live music venues.

- 5.3 cases



**ARTHUR LUCERO**  
**ALBUQUERQUE, NM**  
 KEY ACCOUNT & ACTIVATION MANAGER



January began with disassembly of Jack Barrel Trees and assisting Two Fools Tavern with depleting their OF and Jack Rye Single Barrels through cocktail promotion of permanent menu items.

I worked with our local RNDG ON-PREM creating features for Valentines Day for the big game. WR & Chocolate

- 33 Cases Sold in for features.
- WRDO,HR,JDTB, Diplo and Chambord Featured.
- Featured Price \$8-10
- 20 PODs Gained On-Prem
- 43 Gained Off Prem
- 15 Menu Features Gained
- 30 Cases WR engraved.

**Valentine's Cocktails**

*Pink Drink Margarita*

A sweet treat combining Herradura Tequila, Chambord raspberry liqueur, & lime juice. Served with a sugared rim

*Bourbon & Blush*

This twist on the Old Fashioned joins the flavors of Woodford Reserve Double Oaked Bourbon, crème de cacao and bitters. Served with pairing chocolate

Please drink responsibly

**Seasonal Cocktail Menu**

**Green Chile Vodka-Rita**  
Teller Green Chile Vodka, sweet and sour & simple

**Chocolate Old Fashioned**  
Woodford Double Oaked Bourbon, chocolate bitters and simple

**Spicy Paloma**  
José Cuervo Devil's Reserve Tequila, triple sec, lime. Topped with sparkling grapefruit

**Berry Coco Blast**  
Herradura Tequila, Bailey's Strawberries and Cream, coconut & lime juice

**Rum Banana Split**  
Diplomatico Rum, banana liqueur, cream and chocolate

Please drink responsibly

**Valentine's Day**

Love is Jack'd

*Apple of My Eye*  
Jack Daniel's Tennessee Blackberry, Lemon Lime Soda, Lime Juice and dash of Grenadine

*Very Berry Obsession*  
Jack Daniel's Tennessee Blackberry, Strawberry Schnapps, Pineapple, Cranberry, Sprite, Splash of OJ.

*Heart on Fire*  
Jack Daniel's Tennessee Fire, Peach Schnapps, Sweet and Sour. Topped with Cranberry Juice.

*Honey Baby*  
Jack Daniel's Tennessee Honey, Gingerbeer, Lime and splash of Pineapple Juice.

**ELIXIR NIGHT CLUB**

PLEASE DRINK RESPONSIBLY.

**REVEL'S SUPER SUNDAY TAILGATE DRINK SPECIALS**

**SEASHORE REFRESHER**

A DRINK INSPIRED BY THE SEATTLE SEAHAWKS.

- JACK BLACKBERRY
- TROPICAL REDBULL
- BLUE CURACAO

**\$8.50**



**BECCA SWEENEY**  
**NASHVILLE, TN**  
 EVENTS & ACTIVATION MANAGER



- **36th Annual Antique & Garden Show** at Music City Center, engaging with a high-end, receptive audience. Two dedicated tasting tables for **Woodford Reserve** and **Old Forester FOB**. Both brands saw strong traffic, meaningful consumer interactions, and high interest exploring beyond the brands' OG SKUs.
  - Consumers Reached: **500+**
  - Event Attendance **1,000**
  - Brands Featured: **Woodford Reserve, Old Forester**



- **BNA Employee Appreciation** at Geodis Park. Our team alongside Redmoon activated with the **Jack Daniel's AI-generated** custom bag experience. Guests enjoyed the personalized nature of the activation, and engagement increased throughout the night.
  - Consumers Reached: 136
  - Event Attendance: 136



- **Cafe Diplomatico** at Elegy Coffee with Soundtrack my Drink, custom Cafe Diplomatico board games, and featured cocktails.
  - Consumers Reached: 25+
  - Bottles Sold-In: 12
  - Feature Drink Price: \$15
  - Brands Featured: **Diplomatico**





**CHELSEA DENNISON**  
**CHARLOTTE, NC**  
TEQUILA SPECIALIST



### Activation Recap:

Music Bingo Night at The Gin Mill drove awareness and trial for el Jimador through sampling, consumer engagement, and prize giveaways.

### Event Data:

- **Samples / Drinks Sold:** 52 samples
- **Consumers Reached:** 75–100
- **Event Attendance:** 75–100
- **Brand Featured:** el Jimador
- **Featured Price:** \$10
- **PODs Gained:** el Jimador
- **Sales Increase (YTD vs YTD):** +1.83 cases vs last year

### Staff Training:

- Conducted at Calle Sol with 10 staff members
- Tasted 3 main SKUs: el Jimador and Herradura Silver/Reposado





# CHRISTIAN SALERNO

## MIAMI, FL

KEY ACCOUNT & ACTIVATION MANAGER



A staff training was completed in preparation for the Renaissance Festival, with 35 team members trained on Jack Daniel's, Ford's Gin, and Diplomático Rum. To support the festival, the following cases were purchased, with additional orders planned throughout the festival cycle: Herradura (32), Ford's Gin (15), Glendronach 12 (11), Jack Daniel's (2), Jack Daniel's Blackberry (10), Jack Daniel's Fire (3), Diplomático Planas (12), and Chambord (8).

Slane Irish Whiskey also participated in the Junior Achievement Uncorked event, where 500 consumers were in attendance and 450 sampled the product using six bottles. The brand was well received, with consumers enjoying it both neat and as an Irish coffee.

Overall, January was a successful month for the market, and we look forward to carrying this momentum into February.





**DEREK BALLARD**  
**ORLANDO, FL**  
 KEY ACCOUNT & ACTIVATION MANAGER



We had the last of our Football Tailgate Program with our partnered Dolphins bar. The account also was able to run \$5 Jack Daniel's during the NCAA Championship game. We also did some logo etching for trivia league prizes.

- Sold: 10 Jack Cases
- Attendance: 200
- Jack FOB and Herradura Repo
- Price: \$5-\$15
- Gained 2 Features



**2026**

**NATIONAL CHAMPIONSHIP**  
 JANUARY 19 | MIAMI  
 7:30PM



**\$5 JACK DANIELS**  
**JACK DANIELS**  
**COOLER GIVEAWAY**



**DOMINIQUE DAVENPORT**  
**NEW YORK, NY**  
 KEY ACCOUNT MANAGER



- January was a lighter month for case purchases but a strong planning period focused on securing future programs, building placements and POD opportunities, and aligning with distributor directors and area managers to set the foundation for upcoming activations.
- Partnered with Sugar Monk to feature Fords Gin at their after-hours industry tasting event. The account purchased a case for the activation, with curated guests sampling complimentary cocktails.

### Results

- Cases Sold / Bottles Sold / Drinks Sold: 1 case sold | 3 bottles depleted onsite
- Consumers Reached: 50
- Event Attendance: 50
- Brands Featured: Fords Gin
- Featured price: Complimentary cocktails
- Menu / Feature Gained: Event feature

Gained a permanent menu placement at Blooms botanical Bistro with 3 Herradura cocktails and one Diplomatico cocktail.



IORDANKA BAKALOVA  
LAS VEGAS, NV  
KEY ACCOUNT & ACTIVATION MANAGER



We hosted the Wynn Buyers for a Jack Daniel's Single Barrel Pick and included a customized engraving on a Stanley Flask with the Jack Single Barrel logo and their personalized initials.

- Attendees- 6 Top Buyers at Wynn
- 1 JDSB Barrel Sold





**KAREN BACK**  
**CHICAGO, IL**  
 KEY ACCOUNT & ACTIVATION MANAGER



- Hosted a high-energy, consumer-facing activation focused on driving trial and visibility for key Brown-Forman brands. The event emphasized interactive engagement, featured pricing, and on-premise menu placement, resulting in strong sales and repeat consumer interest.
- Cases Sold / Bottles Sold / Drinks Sold: 22 cases sold | 440 drinks poured
- Consumers Reached: 400
- Event Attendance: 300
- Brands Featured: Jack Daniel's Old No. 7, Jack Honey, Herradura Reposado
- Featured Price: \$10 featured cocktails \$7 shots
- PODs Gained: 8 permanent back bar placement
- Menu / Feature Gained: 6 Featured cocktail placement for Jack Daniel's
- Sales Increase Data: +18% YTD vs YTD at this account

**MAC & CHEESE CRAWL**  
 Welcome Crawlers!  
**ENJOY:**  
 \$6 ANGRY ORCHARD  
 \$8 JACK DANIEL'S





**KASIA BITTKE**  
**CHICAGO, IL**  
KEY ACCOUNT & ACTIVATION MANAGER



Executed 10 Jack Daniel's happy hours and secured 10 Gametime features. Hosted a Woodford Reserve bottle engraving event and a behind-the-bar industry event featuring Old Forester s'mores cocktails. Finished the month with a large scale brand training of the Brown Forman portfolio at our new United Center arena partner.

- 50 Cases of JD
- 350 Drinks poured
- 1000 consumers reached
- Brands featured- Jack Daniels, Woodford Reserve, Old Forester
- 3 PODs Gained
- 8 Menu / Feature Gained
- 7 Accounts with permanent signage



**KASEEM HOSLEY**  
**NEW YORK, NY**  
 MCM KEY ACCOUNT & ENGRAVING MANAGER



Across January, multiple engraving activations and pre-engraving projects supported premium gifting, cultural moments, and live consumer engagement across on- and off-premise accounts. These efforts reinforced brand craftsmanship while setting up February performance reporting.

- **Total Bottles Engraved: 230 bottles**
- Jack Daniel's Single Barrel: 150 Lunar New Year Project
- Total Consumers Sampled: 90 consumers
- Total Activations / Projects: 10
- Brands Featured:
  - JDSB
  - JDGJ
  - JDTW
  - JDTH
  - JDBB
  - HR





**KRISTINA SCHMITT**  
**DALLAS, TX**  
 KEY ACCOUNT & ACTIVATION MANAGER



January was a big month for teaching/leading patrons through pairing dinners.

- Taught 3 OF / WR/ Jack Daniel's Pairing Dinners
- 100+ drinks sold
- 100+ consumers reached
- 100+ event attendance
- Jack Sinatra, Woodford Reserve Double Oaked, Old Forester Whiskey Row, Old Forester Statesman & King Ranch
- Old Forester Whiskey Row PODS gained x3





**KYLE LUTZOW**  
**CHICAGO, IL**  
KEY ACCOUNT & ACTIVATION MANAGER



This month I focused on Jack Daniels football displays to get consumers ready for football season. I also focused on Woodford and Old Forester engravings.

- Cases Sold: 45 cases
- Event attendance: 100 people
- Brands featured: Old Forester Whiskey Row, Woodford, Double Oak
- Featured Price: \$55.99, \$34.99, \$62.99
- PODs Gained: 16





**LAUREN WELLS**  
**KANSAS CITY, MO**  
 KEY ACCOUNT & ACTIVATION MANAGER



**Performance Snapshot**

- **Cases / Bottles / Drinks Sold:** 150 Jack Flavors cocktails
- **Consumers Reached:** 300 sampled
- **Event Attendance:** 450
- **Brands Featured:** Jack Daniel's Flavors, Woodford Reserve, el Jimador Cristalino, Herradura, Fords Gin
- **Featured Price:** \$7 (Guitars & Cadillacs)
- **PODs Gained:** 1 (Akoya)
- **Menu / Feature Gained:** 90-day Jack Flavors feature @ Guitars & Cadillacs





# MADELINE SKEETERS

## DENVER, CO

CONSUMER ACTIVATION MANAGER



### Woodford Reserve Custom Label Program:

I launched a self-guided online training platform to scale the Woodford Reserve Custom Label Program, enabling accounts and distributor partners to independently execute custom labels and expand reach across channels.

- 75 cases sold YTD (post Breakthru ADS rollout)
- New POD: Custom-labeled bottles for resale & gifting
- Channels activated: Hotels, liquor stores, golf courses
- Outcome: Increased accessibility and long-term scalability

### Speed Rack Charity Event:

Lead logistics and cross-functional coordination to support Old Forester, Diplomatico, Fords, and Jack Daniel's execution at the Speed Rack charity event.

- Brand Featured: Old Forester, Diplomatico, Fords, and Jack Daniel's
- Execution: POS, ingredients, sampling logistics
- Impact: Seamless activation through multi-team collaboration

### Jack Daniel's Jack Hour Promotions:

- Maintained on-premise Jack Daniel's presence through bar-focused Jack Hour activations during peak traffic periods.
- Accounts: 6 bars / 8 events
- Consumer engagement: ~40-50 interactions
- Placement: Bar/well visibility



**MADISON OLIVER**  
**TAMPA, FL**  
 HERRADURA TEQUILA SPECIALIST



**GASPARILLA BOAT PARTY II**

All Aboard!!!  
 Join Us on the Yacht StarShip!  
 You are Cordially Invited to Attend  
 The Gasparilla Pirate Invasion Saturday  
 January 31st, 2026  
 10am-2pm

**DETAILS**

- Show off your best pirate rye! Costume contest to follow
- We will be leaving at 10am sharp
- 603 Channelside Drive, Tampa, FL 33602
- Parking is available adjacent to the dock or in the parking deck located across from the Tampa Aquarium.

Please RSVP to:  
 Pamela Lee - PLee@Breakthrubev.com



**COPPER SHAKER NYE 2026 WEDNESDAY DEC 31**

— NYE DINNER MENU —

AMUSE  
 POTATO SOUFFLÉ · CURED EGG · TOBACCO CRÈME FRAÎCHE · CAVIAR

1ST COURSE  
 CHAR GRILLED OYSTERS · BEEF SHORT RIB PONZU  
 SMOKED GRUYERE · SCALLIONS

2ND COURSE  
 SAVORY FOIE GRAS & CHESTNUT CRÈME BRÛLÉE · KUMQUAT CHUTNEY  
 PISTACHIO CRUMB · NASTURTIUM

3RD COURSE  
 TABLESIDE STONE CRAB & CHAMPAGNE SPAGHETTI TOSSED IN A PARM WHEEL  
 SEAWEED ESPUMA · CONFIT BUTTERNUT SQUASH · SWEET PEA TENDRILS

SWEET  
 TRIO OF HOUSEMADE MINIATURE DESSERTS

— NYE COCKTAIL MENU —

FIRST JAM OF THE YEAR  
 AVISSI PROSECCO · HM GRAPE JAM · OJ

RUBY RESOLUTION  
 REYKA VODKA · TANGERINE · LIME · POM · SIMPLE

MIDNIGHT NECTAR  
 HENDRICKS SUMMER SOLSTICE GIN · AVISSI PROSECCO  
 HONEY · LEMON

AGAVE AFTER PARTY  
 HERRADURA TEQUILA · TAMARIND · KEY LIME · SALT · AGAVE

THE FINAL HOUR  
 OLD FORESTER BOURBON · MALTA SYRUP  
 AROMATIC BITTERS · CINNAMON SMOKED

813.344.4012 · YBORCITY@COPPERSHAKER.COM



**Birchwood NYE Event:** This was a 300 person Prohibition themed New Year's Celebration at a Key Account in St Pete. The account exclusively served BF Products, bringing in **20 cases of HR**. Other brands featured were OF and Diplo to bring in 2026 in style.

**Bartender's NYE Activation:** For the 3rd year in the Tampa Market, Team BF executed Bartender's NYE at The Hub where we celebrated 2026 with 60 of our favorite bartenders! We also had 4 guest bartenders from local establishments on rotation, a balloon drop, photo moment and live DJ.

**Gasparilla: Tampa Pirate Invasion**

For Gasparilla this year, BF joined BBG on their voyage across Tampa Bay to invade the city in the annual tradition of pirates taking over the city. In attendance were over 20 key buyers in our market, over 200 guests on board and exclusively BBG products were served.



**PAUL FONTANA**  
**CHICAGO, IL**  
 KEY ACCOUNT & ACTIVATION MANAGER



For January, the focus was Jack Daniel's football features and promo's, utilizing NFL & CFB playoffs.

- 6 promo events.
- 800 consumers reached.
- 18 cases sold, including all Jack Sku's.
- \$7-\$10 feature for shot, mixed drink.
- 4 menu features ran through January.
- For January, 4 of these accounts up 100% vs LY for Jack Daniel's  
 (Logan 11, Big Mini Putt, Clover, Blind Barber)

**New menu placements**

- Jack Daniels Blackberry - Big Mini Putt: Lost Ball
- Old Forester Rye - Big Mini Putt: Pull the flag

**Conducted staff trainings for Woodford Double-Oaked S'mores cocktail feature**

- 2 staff trainings
- 3 feature menus gained, Starting 1st week of february and running through Valentines weekend.
- 3 cases sold, Woodford Double-Oaked



SIOBHÁN CUSUMANO

TAMPA, FL

EVENT & ACTIVATION MANAGER



January featured three high-impact activations targeting consumers and trade, combining large-scale consumer visibility with impactful buyer engagement and industry-forward events. Despite weather challenges during Gasparilla, all events delivered strong brand presence, high attendance, and meaningful engagement across on-premise and experiential environments.

- Drinks Sold: 100 samples poured; additional drinks sold via ticketed bar (Winter Classic, exact sales unavailable)
- Consumers Reached: 230+
- Event Attendance: 230 total (80 Winter Classic, 120 Bartender New Year, 30 Gasparilla cruise)
- Brands Featured: Jack Daniel's Family of Brands, Woodford Reserve, Fords Gin, Diplomatico



# ROSE ROSTOCK SAVANNAH, GA

KEY ACCOUNT & ACTIVATION MANAGER



January included several strong activations, highlighted by Perry Lane's employee celebration where 250+ hospitality professionals were introduced to and sampled Old Forester. We also executed a Celebrity Bowling event and after-party featuring Jack Daniel's and Herradura, along with a Jack Daniel's activation with the Savannah Bananas and the Banana Ball League. Outside of these events, the focus was on preparing for Savannah's largest seasonal moment, St. Patrick's Day, securing PODs, features, and programming plans with Slane.

- **18 cases sold**
- 800 Customers reached
- 1,200 at activations
- Featured: Jack, HR, OF
- Price: \$8-\$15
- 5 PODS
- 6 Features
- Up 3 Cases sold YTD



VINCENT LAZARO  
CHICAGO, IL  
KEY ACCOUNT & ACTIVATION MANAGER



BEAR DOWN! Oh what a bitter end to great playoff game activations especially with the bears colors, but ultimately a productive month. As well as being able to do an Old Forester Master Class which is always one of my favorite events to do.

- 30 cases of JD
- 1000+ Consumers reached
- Event Attendance
  - Old Forester: 33 Attended
  - JD Playoffs: 100 each
- JDTW, JD HONEY, JD BLACKBERRY FEATURES
- \$5-\$7
- PODs Gained: 12
- Menu / Feature Gained: 7



# BUZZWORTHY

JIM DAHL - JESSICA ROCCATO

Consumers were invited to attend a JD Blackberry event held at The Rutgers Club in Piscataway, NJ. Samples were offered and feedback was excellent overall. Samples drove many consumers to purchase drinks.

- Drinks sold- 40
- Consumers Sampled - 80
- Event Attendance - 120
- Brands Featured - Jack Daniel's Blackberry
- Featured Price - \$8
- New PODs- 1 JD Blackberry POD
- Menu / Feature Gained - 1 JD Blackberry feature



# DENZEL FANIEL-ROBINSON

## NEW JERSEY

NORTH JERSEY ACCOUNT MANAGER



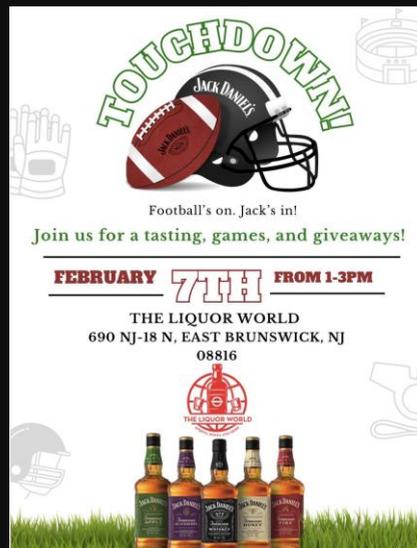
During January, I had a chance to prep displays for the Super Bowl, New Distribution and fill in gaps for reorders and secure window clings and tasting for our brands.

- 10 JD football themed displays– totaling 105 cases
- 3 Old Forester displays- Totaling 15 cases
- 4 new Woodford displays with enhancer - totaling 25 cases
- 2 EJ New Mix Displays-totaling 12 cases

### Tastings/Window Clings:

- Booked 2 JD Football flavors event
- Booked 4 'Boozy Bomb' Chambord event
- Booked 3 JD Window Clings
- Booked 1 EJ New Mix Window Cling
- Booked 1 Old Forester Window Cling

**JANICE REYES**  
**NEW JERSEY**  
CENTRAL JERSEY ACCOUNT MANAGER



January was a nice reset after the holidays, allowing time to reconnect with accounts, close distribution gaps, build displays, and secure Football and Chambord tastings.

- 4 JD football themed displays– totaling 132 cases
- 2 new Diplomatico displays with enhancer- totaling 11 cases
- 2 new Woodford displays with enhancer - totaling 24 cases
- 5 new Jack & Coke RTD PODs in 3 accounts with cold box placements

Worked a JDBB event to sample and educate consumers at Keepers in Harrison, NJ

- 4- \$14 cocktail special features
- 1 New JDBB POD
- 50 consumers sampled

- Tastings:**
- Booked 3 JD Football flavors event
  - Booked 3 'Boozy Bomb' Chambord event



Cold bin



Shelves



**TYLER RONAYNE**  
**NEW JERSEY**  
SOUTH JERSEY ACCOUNT MANAGER



In January, I focused on shelf sets, touching up displays, and working on obtaining new PODs across South NJ. I also was able to schedule a few off-premise events and 1 on-prem event.

- New PODs: 5
- 10c New Mix display w/ enhancer
- 2 Cocoa Bomb tasting events scheduled
- 2 Fords Gin Bramble events scheduled
- Shelf Resets: 12
- 4 JD football displays totaling 80 cases
- Celtic Society Scotch Dinner at O'Connors
  - 2 New POD scotches on flight board
  - 150+ consumers reached

# THOMAS KELLEY

## NEW JERSEY

JERSEY SHORE ACCOUNT MANAGER

January was relatively slow but connected with a lot of my on-premise accounts to start lining up programs for the coming months, so more to come there. I also made it a point to spend time with off-premise accounts, which don't always get as much attention this time of year, to keep relationships strong and walk through tastings on SKUs they hadn't tried yet.

- 7 New PODs
- Engraved 230 bottles for corporate orders
- 15 JD Football Displays for total of 203 cases
- Handed out over 1500 of JDTW at Casino giveaway
- 3 Chambord Coco Bomb Events scheduled
- 4 JD Football Events scheduled for both on and off promise
- Spoke to over 100 consumers on JDBB & JDSB at Murder Mystery Dinner
- Secured 5 Menu features for Febraury and March
- 1 New JDSB Window Cling secured



This month, we executed two corporate engraving VAP orders through Cork & Barrel in Passaic, NJ, supporting two separate corporate gifting programs. Both orders featured engraved Gentleman Jack and Woodford Reserve VAPs, delivering premium brand visibility and incremental volume through customized corporate gifting.

**Results:**

- **Cases / Bottles Sold:** 60 bottles total
  - 15 bottles Gentleman Jack (VAP) for National Pest Supplies
  - 30 bottles Woodford Reserve (VAP) & 15 bottles Gentleman Jack (VAP) for Five Star Interiors
- **Consumers Reached:** Corporate gifting recipients across two companies
- **Brands Featured:** Gentleman Jack, Woodford Reserve
- **Menu / Feature Gained:** Corporate gifting placement via VAPs
- **Sales Increase Data:** Incremental premium brand volume driven by corporate VAP execution

