

THIS IS STOLEN X

WE LIKE TO PARTY. IT'S NOT COMPLICATED.

American rye whiskey with organic raw honey and orange peel. Stolen X has a kick but is smooth going down. Shoot or sip over ice.

- Straight American rye whiskey
- Aged over 2 years in new American oak
- Fresh orange peel & organic raw honey
- Affordable, all natural, gluten free, no bullshit
- Available in 750ML and 1L formats

POSITIONING

Retail

Place in flavored whiskey section as a Craft trade up, adjacent to Jack Daniels Honey or American Honey

On premise

Shot or over ice

MARKETING SUPPORT

- Merchandise collaborations with key influencers
- POS: Tap handles, shot glasses, swag, posters, etc.
- Account support
- Stolen El Camino sampling fleet



HERE'S TO 7
MILLION STOLEN X
SHOTS IN 2021!

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