

MADE IN THE  
U.S.A.

Templeton

A decorative graphic of wheat stalks, rendered in a light beige color, positioned below the brand name 'Templeton'.

A black and white photograph of a field of rye. The foreground is filled with numerous stalks of rye, showing their characteristic long, thin awns. The field extends into the distance, where a small, dark, rounded building is visible on the right side. The sky is a uniform, light gray, suggesting an overcast day. The overall tone is somber and agricultural.

# TEMPLETON RYE

# Town of Templeton, Iowa

SO MUCH MORE THAN A PLACE

A small town in the Mid West of the USA with a population of just 362 people. Founded during the 1882 construction of the Chicago, Milwaukee and Pacific railway line with a history strongly rooted in agriculture and entrepreneurial spirit which led to a bootlegging story that stands strong for over 100 years.

A community that respects one another, that supports each other, and who rallies together with a revived spirit. That was the town of Templeton, Iowa in 1920s Prohibition, and it's the very same town today—exactly one century later. The roads have changed a little, the rules have changed a lot, but the soul of our hometown remains the same. Today, we're following in the footsteps of our forefathers and crafting a whiskey in their tradition. A whiskey that respects the past, yet is inspired by the future. We call it Templeton, but it represents so much more than a place. It represents our memories, our future, and our whiskey way of life.



# BRAND STORY

## SO MUCH MORE THAN A PLACE

### 1920's

During prohibition ,defiant residents from a small town in Iowa become bootleggers producing a highly sought-after spirit that quickly became known as – Templeton Rye.

### 1933

Prohibition ends and over the next 7 decades Templeton Rye becomes a legend lost to history.

### 2006

Templeton Rye re-introduced to the USA by the grandson of one of the original bootleggers by sourcing Rye whiskey and re-launching the brand in the domestic market.

### 2013

Templeton Rye reaches 1 million bottle sales in the USA.

### 2017

After a significant brand investment and now under the new ownership of the Underwood family , Templeton breaks ground on a \$35 million distillery project in the town of Templeton , Iowa to bring distilling back home to Templeton.

### 2018

Templeton Distillery officially opens with spirit running off the stills in Templeton for the first time in 100 years.

### 2019

Templeton implements a global roll out of the brand for the first time outside of the USA market.

### 2020

Templeton now the No 1 premium Rye whiskey in the USA with distribution in over 35 countries across 5 continents.

### 2021

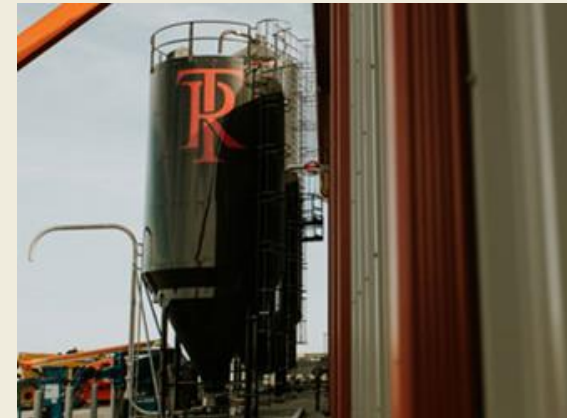
Templeton introduces a new brand architecture plus 4 new SKUs as the “distillers” and “independent bottlers” world combine. Templeton Distillery first distillate released in 2022 while we continue to release aged Rye whiskey from our aging sourced stocks at Templeton maturation warehouse.



# TEMPLETON DISTILLERY

## SO MUCH MORE THAN A PLACE

- Officially opened in 2018 with distilling commencing in early 2018.
- One of the largest family-owned distilleries in the USA.
- 20-acre site located in the small town of Templeton, Iowa.
- 34,500 sq ft world class distillery , visitor center and museum.
- Capacity to produce over 3 million bottles per year.
- 54,000 sq ft maturation and barrel aging warehouse.
- Pot & Column Stills from the fabled Forsyth's in Scotland.
- Ability to distill all styles of American whiskey including bourbon.
- Bottling plant facility on site.
- \$35 million dollar project and 30 employees from the local Templeton area.



# TEMPLETON DISTILLERY

SO MUCH MORE THAN A PLACE



# POSITIONING

## TEMPLETON RYE

Since 2006, Templeton has supported the American rye revolution as the choice of those who seek a quality rye whiskey, whether sipped neat or as an added kick to a craft cocktail.



# POINTS OF DIFFERENTIATION

## REAL HISTORY

With over 100 years of history, the Templeton story is one of true authenticity and built on the shared experiences of the community. The people of Templeton share a history of rebellious spirit and an entrepreneurial mindset that still holds true to this day.

## REAL PLACE

“A Strong Community Spirit” is at the heart of the town of Templeton, Iowa and continues as the ethos of our distillery. In 2018, our state of the art distillery, visitor center, and barrel warehouse opened to the public, allowing for growth and quality control across all aspects of our whiskey making process.

## CRAFTSMANSHIP

Templeton Rye began as an endeavor to make world class rye whiskey attainable across the country and we continue to follow that mindset today. Our distillery’s top priority is to maintain a reliably consistent flavor through the highest attention to craftsmanship, quality and innovation.

A black and white photograph of a wheat field. In the foreground, several stalks of wheat are in sharp focus, showing their grainy texture. In the background, a combine harvester is visible, working in the field. The overall scene is a rural landscape under a clear sky.

# PRODUCT OVERVIEW

# BRAND HIERARCHY







## FLAGSHIP WHISKEYS

# 4 YEAR

A high-quality introduction to the world of Templeton Rye.

- 3 x times Gold Medal Winner – San Francisco World Spirits Competition – 17,19,20.
- 92 Points – Ultimate Spirits Challenge 2020
- Featured in Ian Buxton's “101 Whiskies To Try Before You Die”
- Gold Medal – SIPS Awards 2020

### AGING

4 years minimum in charred new American oak Flame Charred barrels. Bottled at 40% ABV.

### TASTING

Aroma: Rich , Oaky Aromas and summer fruits.

Taste: Hint of caramel, butterscotch, toffee, allspice

Body: Deep amber color, lingering, slightly chewy

Finish: Wonderful balance, clean, silky smooth

### OCCASIONS

Ideal for enjoying over ice or mixed in a classic whiskey cocktail to add some rye spice, such as an Old Fashioned , Rye Manhattan, Whiskey Sour , Sazerac.

### CONSUMER INSIGHTS

Meant to be appealing to a broad range of ages, income levels, and palates. A great introduction to the world of American rye whiskey for newcomers, as well as a reliable standby to whiskey enthusiasts. A staple and must have addition to any back bar either at home or in hospitality.



## FLAGSHIP WHISKEYS

# 6 YEAR

Our flagship rye is slightly more mature with a higher ABV , more char influence and with complex rye notes and flavor profile for the true enthusiast.

- Double Gold Medal Winner- San Francisco World Spirits Competition 2020
- Gold Medal Winner - San Francisco World Spirits Competition 2020
- Platinum Medal – SIPS Awards 2020

### AGING

A minimum of 6 years in the finest American oak Flame Charred barrels.  
Bottled at a specific 45.75% ABV. Natural Non-Chill Filtered.

### TASTING

Aroma: Floral, dry spice, butterscotch, vanilla, cherry, green apple  
Taste: Fruit, toasted oak, mellow, smooth with vibrant mouth  
Body: Bold oak with burnt sugar sweetness  
Finish: Long, lingering spice

### OCCASIONS

Add complexity and spice to a craft whiskey cocktail or enjoy neat or with a splash of water to savor the complexities that come with furthered aging. Can be enjoyed on its own on the rocks as a sipping whiskey or equally as a spice bomb flavor profile to your favorite whiskey cocktails.

### CONSUMER INSIGHTS

This consumer likely has multiple whiskey options in their home bar and will specify their whiskey selection with their server or bartender when out. They view the 6 Year as a great rye at an affordable price point that offers them the extra complexity that they look for in a whiskey.



## SPECIALTY WHISKEYS

# BARREL STRENGTH

This very limited production whiskey is released annually and crafted for the rye loyalists.

- Double Gold – San Francisco World Spirits Competition
- 90 Points- Whiskey Advocate Magazine
- 91 Points – Whisky Cast
- A+ Rating – Liquor.com

### AGING

A blend of our most noteworthy barrels, varying in age and maturity up to 10 years old. Each year we select the best barrels from our aging stocks Rye whiskey. All vary in ages & taste profile. After expertly blending them together we bottle at natural cask strength. Natural Non-Chill filtered ; our limited-edition Barrel Strength vintage represents Templeton in its purest form.

### TASTING

**Aroma:** Sweet floral notes, milk chocolate, dark fruit, toasted almonds  
**Taste:** Bold and balanced with a velvety character, oily and rich, peppery yet fruity with hints of brown sugar and honey  
**Body:** Full bodied with bold intensity  
**Finish:** Delicate, lingering, and long

### OCCASIONS

Meant to be enjoyed in its purest form or to stand out in a high-end premium craft cocktail. Enjoy Barrel Strength on the rocks, neat or with a splash of water help bring out even more flavor. A splash of water reduces the ABV and opens up the flavors and creates an individual sensory experience.

### CONSUMER INSIGHTS

A whiskey connoisseur who likely seeks out rare and unusual finds. While they have a few trusty standbys, they aren't afraid to experiment and are willing to spend up to try something new. A person who prides themselves on collecting each yearly release and comparing each distillate.



## SPECIALTY WHISKEYS

# OLOROSO SHERRY CASK FINISH

An outlet for innovation, our limited release Cask Finish Series offers an annual unique twist on what rye can be. A 2021 release which is No3 in our Barrel Finish Series . A limited edition sold on allocation.

### AGING

An American Straight Rye whiskey Initially aged in traditional American oak barrels for a minimum of 6 years before undergoing a secondary maturation of 6 months in the finest 500lt Oloroso Sherry butts. The Oloroso Sherry butts were meticulously sourced from Delgado Zuleta in Spain , the oldest and most historic winery in the Marco de Jerez region and once contained dry, full bodied and elegant Oloroso sherry aged between 8 and 20 Years.

### TASTING

Aroma: TBD  
Taste: TBD  
Body: TBD  
Finish: TBD

### OCCASIONS

Designed to be enjoyed neat with a focus on spending some time with the whiskey to savor the complexity of each layer of flavor that this release brings with each sip. Pairs spectacularly with foods such as aged cheeses and dark chocolate. Compliments smoked salmon and grilled steaks to perfection.

### CONSUMER INSIGHTS

With innovation, ambition, and collaboration at the heart of our Cask Finish Series, our Oloroso Sherry Cask Finish whiskey is designed for the consumer who has the confidence to stray from the beaten path. For those who favor quality over quantity and seeks out new experiences in both life and whiskey choices. They love to travel and will use this whiskey experience to transcend them to the exotic destinations of the sourced barrels.



## RESERVE WHISKEYS

# 10 YEAR RESERVE

Our finest achievement. A true expression of what American Rye can become with each release – bottled from a hand-selected single barrel. Each bottle comes with its individual barrel number that reflects the uniqueness of this release. Hand labeled with care with an embossed copper metal label that represents the quality in the bottle.

### AGING

Over a decade spent aging in new American oak flame charred barrels.  
Natural Non-Chill filtered and bottled at 52% ABV/ 104 proof.

### TASTING

Aroma: Rich chocolate and vanilla, toasted oak, green apple, apricot  
Taste: Smooth, dark oak with honeyed floral notes and our signature rye spice  
Finish: Clean and long-lasting with lingering butterscotch

### OCCASIONS

With an extremely limited production and only distributed to accounts with a discerning whiskey list, this is the choice for life's special occasions where only the best will do.

### CONSUMER INSIGHTS

A whiskey connoisseur, with a higher income and education level. This consumer may exclusively drink whiskey (likely neat) and, whether at home or out, is very selective when it comes to their whiskey choice.

# TEMPLETON RYE

Brand Sizzle Reel



A black and white photograph of a wheat field. The foreground is filled with sharp, detailed stalks of wheat. In the background, a tractor is visible, heavily blurred to create a sense of depth. The word "INSIGHTS" is centered in the middle of the image in a white, bold, sans-serif font.

# INSIGHTS

# DEMOGRAPHICS



## CULTURE

Culture captures the multicultural aspects of your audience. Culture is not necessarily based on ethnicity but rather on the audience self-identifying through the usage of targeted keywords or engagement with key influencers. The total percentage may be over 100% because a person may identify as multiple groups.

OVER-INDEXES

Hispanic, Asian, Caucasian, LGBTQ

UNDER-INDEXES

AFAM

MOSTLY

Caucasian



## GENDER

Gender represents a distinct split between male / female. Classification is based on statistical name analysis using U.S. Social Security birth tables. Names that lack a probable gender are left unassigned and are excluded.

OVER-INDEXES

Male

UNDER-INDEXES

Female

MOSTLY

Female



## GENERATION

Generation is based on statistical name analysis. Names are assigned a birth year that is most probable based on U.S. Social Security birth tables. Names with ambiguous birth years are left unassigned and excluded. Ages are grouped by generation based on birth year.

OVER-INDEXES

Gen X, Baby Boomer

UNDER-INDEXES

Millennial

MOSTLY

Gen X

## \$ INCOME

Income is statically estimated as a combination of median incomes by age, name, and zip code. Zip codes represent where each profile has appeared over time.

OVER-INDEXES

Average, High

UNDER-INDEXES

Low

MOSTLY

Average

Through our partnership with Ground Signal, we can identify Consumers through their Social Media posts.

Here are some of the trends we’ve seen for Templeton Rye.

# TEMPLETIM

Tim Grimes, Sr. Brand Ambassador

- Conducts virtual tastings across the world
- Available for media interviews and trainings.
- Ambassador at national events like WhiskyFests
- Available for strategic market visits
- Collaborating closely with Templeton Distillery to update branding, gift shop items, and distillery exclusive releases.



# DIGITAL MARKETING

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## SOCIAL MEDIA

- Facebook, Instagram, Twitter, Pinterest, and YouTube all with new branding and creative
- Paid ads and boosted posts
- Influencer Marketing

## WEBSITE

- New templetondistillery.com website scheduled to launch mid-February 2021
- SEO to support new website

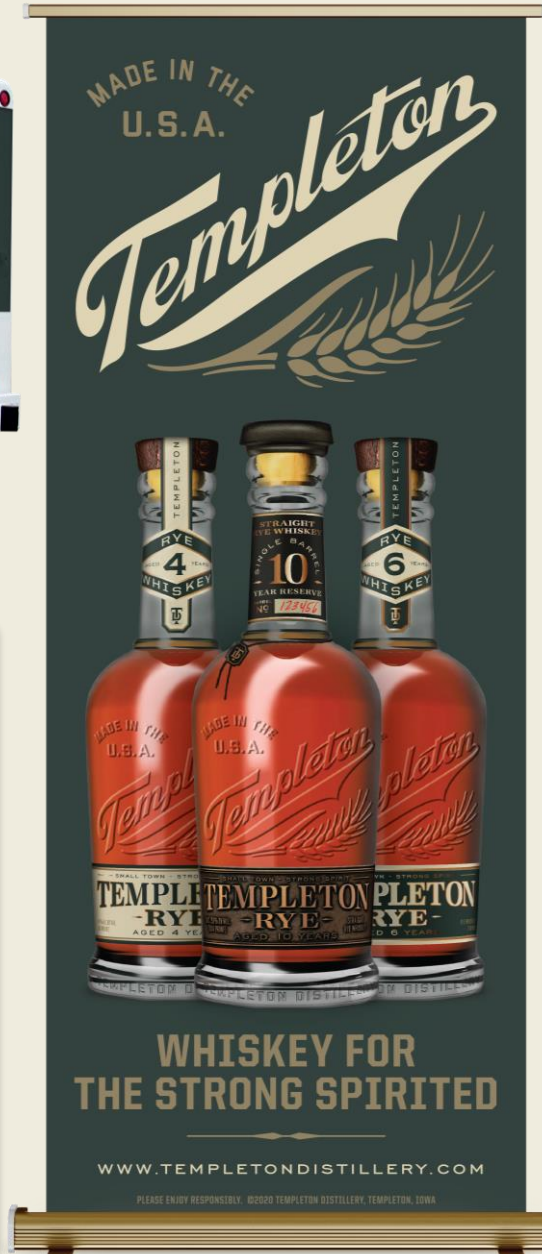
## CRM

- Refreshed Bootleggers Society
- Bi-monthly email blasts
- Updated welcome email sequence to new subscribers



# POS PROGRAMS

- Updated universal assets to support the Templeton Brand.
- Professional Marketing Toolkits Provided including :
  - High-Res Logos.
  - Professional Brand Book and Global Marketing Strategy Guide.
  - Professional Brand Mood Shots /Pack Shots.
  - Brand Videos.
  - Digital Elements.
  - Distillery and Brand Images.
  - Brand Presentations Decks.
  - Sell sheets – POS- Print Design Elements.



# TEMPLETON RYE

Final Word !





THANK YOU

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