

PACKAGING PRESENTATION

LIMITED EDITION



AMERICAN WHISKEY REMASTERED
BY DAVE PICKERELL X METALLICA

BLACKENED
AMERICAN WHISKEY



LIMITED EDITION BATCH 106

FEATURING METALLICA AND THE SAN FRANCISCO SYMPHONY'S S&M2 CONCERT!

Twenty years after the ground-breaking S&M concert, Metallica and the San Francisco Symphony joined forces once again to make history with S&M2!

The S&M2 live album, which was recorded in September 2019 during a two-night grand opening event at San Francisco's new Chase center, recently debuted as #1 across the Billboard's Rock, Hard Rock and Classical Albums charts.

The new BLACKENED® Batch 106 is sold in a limited edition box featuring a unique, original design by artist Squindo that is a rendition of the sonic-enhancement process, making it the perfect gift or collector's item.

The same super-premium blend of straight bourbons & ryes, only finished to the earth-shattering music of Metallica and The San Francisco Symphony's S&M2 concert!

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S&M2 BATCH SPECIALTY PACK FEATURES!

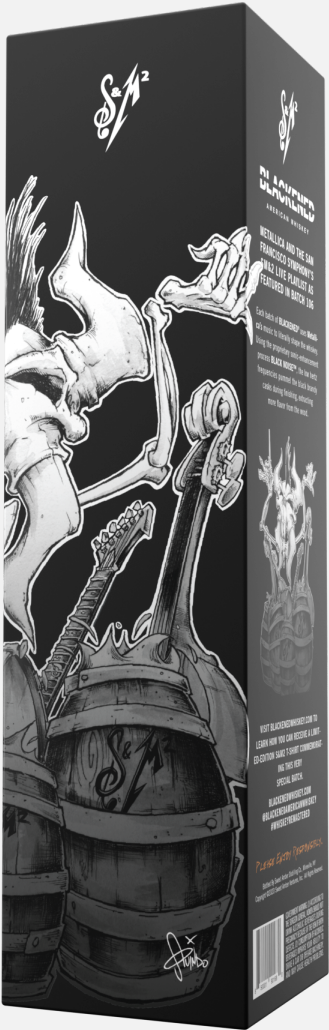
- Each batch of BLACKENED® uses Metallica's music to literally shape the whiskey. Using the proprietary sonic-enhancement process BLACK NOISE™, the low hertz frequencies of the music pummel the black brandy casks during the finishing process, extracting more flavor from the wood.
- The S&M2-infused Batch 106 allows music enthusiasts and whiskey aficionados to interact with other aspects of Metallica's legendary career and enjoy the whiskey finished with their music.
- Customers can enter to win a limited edition t-shirt featuring the Tony Squindo S&M2 artwork by visiting blackenedwhiskey.com!
- The S&M2 Batch 106 will be supported across all BLACKENED® and Metallica social media channels, rock radio promotions in key markets, digital advertising, online rock magazines and PR pick-up from major publications!

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COLLECTIBLE S&M2 BOX

Batch 106 is sold both in stores and online in a commemorative box featuring original, **BLACKENED** x S&M2 Squindo artwork to celebrate the use of the S&M2 playlist in the sonic-enhancement process. Squindo has been working with Metallica since 1999 creating an assortment of graphics, from posters to tour merchandise and more!



4 CASE DISPLAY

Custom 4 case floor display available with minimum case purchase, AND it easily transforms back to a standard BLACKENED® display after S&M2 promo!



COLLECTIBLE S&M2 T-SHIRT

Customers can enter to win a limited edition t-shirt featuring the Tony Squindo S&M2 artwork by visiting blackenedwhiskey.com! We'll be giving away hundreds of t-shirts to lucky entrants throughout campaign!





Credits

CEO | John Bilello

Creative Director | Jimmy North

Marketing Director | Amanda Blanco

Artist | Tony Squindo

Agency | WeHolden

THANK YOU.

PLEASE ENJOY RESPONSIBLY.

Bottled By Sweet Amber Distilling Co., Mineville, NY
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