

National Fireball Friday Program – Details & Social Media Copy Recommendations

Program Details:

- **Program Idea:** Fireball Friday - the only holiday that happens 52x a year!
- **Program Objective:** Fireball will OWN Friday - we will build this occasion through trial, promotions, consumer offers, digital partnerships, and engagement to further build fan loyalty and conversion. We want to give bartenders and accounts a fun occasion to celebrate and promote this high-energy bar holiday.
- For more program details contact your distributor or email bbowling@sazerac.com

Copy Recommendations:

- Oh, look at the time!
- Stock up and get ready to rock!
- It's #FireballFriday. Are you stocked up on the Dragon?
- It's officially Friday when the Fireball shows up!
- The only holiday that happens 52 times a year!
- It's time to slay dragons.
- No good story starts with "I'll have a water."
- WTF! Where's the Fireball?!
- You say Thursday. I say Fireball Friday Eve.

Hashtags:

- #FireballFriday
- #IgniteTheNite
- Special Packags
 - #PartyBucket
 - #Firebox
- Halloween
 - #IgniteFrightNite

Tastes Like Heaven,
BURNS LIKE HELL