Maker's Mark

PERFECTLY UNREASONABLE™

JIM BEAM

The BOURBON PASSPORT



BOURBON HERITAGE MONTH
2026

PRESENTED BY
EXTENTO

The INSIGHT



Bourbon has always challenged expectations.

RICH YET APPROACHABLE.

CLASSIC YET CONTEMPORARY.

COMPLEX YET EFFORTLESS.

This campaign celebrates bourbon through unexpected pairings that bring together food, cocktails and people in ways that feel perfectly unreasonable.

Great journeys aren't measured by distance.

THE BOURBON MONTH JOURNEY

Four connected experiences. One Bourbon Month.

01

DISCOVER

The Bourbon Passport

02

EXPERIENCE

Immersive flagship events led by Maker's Mark, Jim Beam Black and Chef Radhika.

03

EXPLORE

Signature bourbon pairings across participating restaurants and bars.

04

SHARE

Content-led Digtial storytelling bringing the campaign to audiences across platforms.

05

CELEBRATE

The campaign culminates in a large-scale celebration of bourbon culture, offering two scalable formats that can evolve into the signature IP of Bourbon Month.



RECOMMENDED PROGRAMMING





SEPTEMBER LAUNCH

The Perfectly Unreasonable Table

- Maker's Mark
- Chef Radhika
- Influencers
- Media
- Passport launch

MID-SEPTEMBER

Jim Beam Black x KONA

- American brunch culture
- DIY sandwich station
- Highballs
- Games
- Music
- Passport stamps

END-SEPTEMBER

American Bourbon Culture Festival

- India's first immersive celebration of American Bourbon Culture
- Craftsmanship
- Food
- Music
- Community
- One unforgettable experience





BOURBON PASSPORT (01)

Every journey begins with a passport.
Guests receive a Bourbon Passport at the opening marquee event.

THROUGHOUT SEPTEMBER THEY COLLECT STAMPS BY:

- ATTENDING MARQUEE EVENTS
- TRYING SIGNATURE MENUS
- VISITING PARTICIPATING RESTAURANTS
- COMPLETING BARTENDER CHALLENGES
- ENGAGING WITH CAMPAIGN EXPERIENCES

EVERY STAMP UNLOCKS EXCLUSIVE REWARDS.

THE PASSPORT BECOMES A COLLECTIBLE KEEPSAKE AND A GUIDE TO EVERYTHING HAPPENING DURING BOURBON MONTH.

Experience

MARQUEE EXPERIENCES

Rather than one flagship event, Bourbon Month can be brought to life through multiple experience formats.

Each explores **"Perfectly Unreasonable"** through a different lens of American culture.







Concept One

(02)

PERFECTLY UNREASONABLE TABLE

MAKER'S MARK X CHEF RADHIKA

Inspired by the spirit of the American Thanksgiving table. One impossibly long communal table.

Guests begin with bourbon tastings and cocktail experiences before taking their place for dinner curated by Chef Radhika.

Every course celebrates an unexpected food and bourbon pairing, accompanied by stories from Chef Radhika and bourbon advocacy team of Makers Mark

EXPERIENCE INCLUDES

- Passport distribution
- Bourbon tasting
- Interactive pairing experiences
- Chef-led dinner
- Storytelling
- First passport stamp

RECOMMENDED AS THE FLAGSHIP LAUNCH EVENT.



Concept Two

(03)

PERFECTLY UNREASONABLE HOUSE

Guests move through a series of immersive rooms, each celebrating a different aspect of American bourbon culture.

Rather than a seated dinner, the experience unfolds through exploration.

SPACES

- The Kitchen
- The Pantry
- The Backyard
- The Bar
- The Dining Room

Every room features a unique pairing, activity and passport stamp. An experiential interpretation of American hospitality.



Concept Three

(04)

PERFECTLY UNREASONABLE LAB

An interactive experience built around experimentation.

Chef Radhika introduces unexpected ingredients while Maker's mark Advocacy responds with surprising bourbon pairings.

GUESTS PARTICIPATE IN:

- Blind tastings
- Build your own bourbon blend
- Cocktail workshops
- Ingredient challenges
- Interactive voting



Concept Four

THE JIM BEAM BACKYARD

The social hub.
Think of an American backyard barbecue - KONA'S AMERICAN DINER

Paired with the Jim Beam's fun world, making it -

The Perfectly Unreasonable Good Time
Music.
Community.
Culture.
Social Connections

(05)

FEATURES:

- LIVE BBQ GRILLS
- BOURBON HIGHBALL BAR
- LAWN GAMES
- CORNHOLE TOURNAMENT
- BEAM PONG
- GIANT JENGA
- PICNIC TABLES
- LIVE BANDS



Explore

OUTLET ACTIVATION

The campaign extends beyond events through curated restaurant partnerships.

Chef Radhika develops a collection of signature dishes inspired by American dining culture, each paired with a Maker's Mark or Jim Beam Black cocktail.

Unlike the guest-listed marquee experiences, the Bourbon Festival invites the wider community to experience Bourbon Month.







PARTICIPATING RESTAURANTS FEATURE:

- One unreasonable dish
- One unreasonable bourbon cocktail menu
- Bourbon Passport redemption
- Exclusive campaign collateral
- Bourbon Tasting Sessions
- Cocktail workshops
- Sandwich pop-ups

CITIES

- Delhi
- Mumbai
- Bangalore
- Goa
- Hyderabad
- Kolkata



Collect Experiences. Celebrate Bourbon.

Bartender Programme

YOUR PERFECTLY UNREASONABLE BOURBON

Across the top restaurants in each city, leading bartenders are invited to create one Perfectly Unreasonable Bourbon Cocktail.

This cocktail gets added to the special menu curated by the bar along a few signature Maker's Mark & Jim Beam Black Serves.

Guests vote throughout the campaign.
Winning cocktails become Bourbon Month signatures.

The top 5 Bartender are then shot while making their Perfereclty Unreasonable Bourbon Cocktail, and becomes a part of the Campign Video

THE PROGRAMME CELEBRATES CREATIVITY WHILE ENCOURAGING REPEAT VISITS ACROSS PARTICIPATING VENUES.

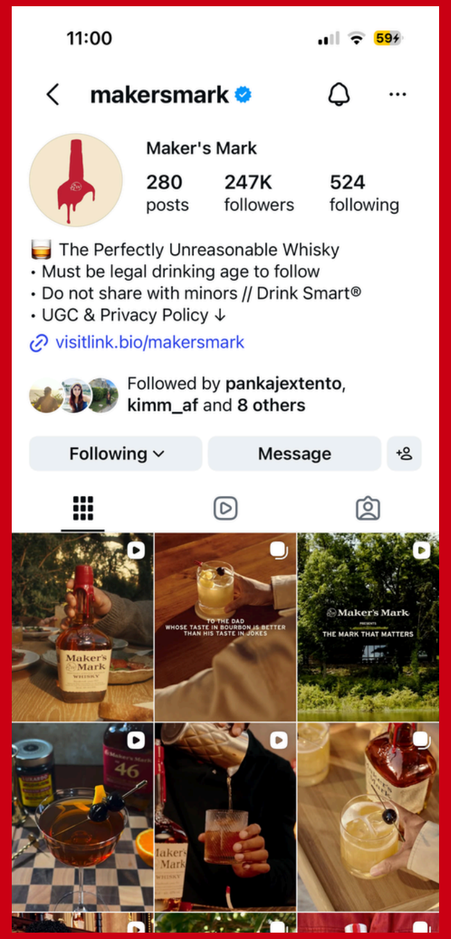


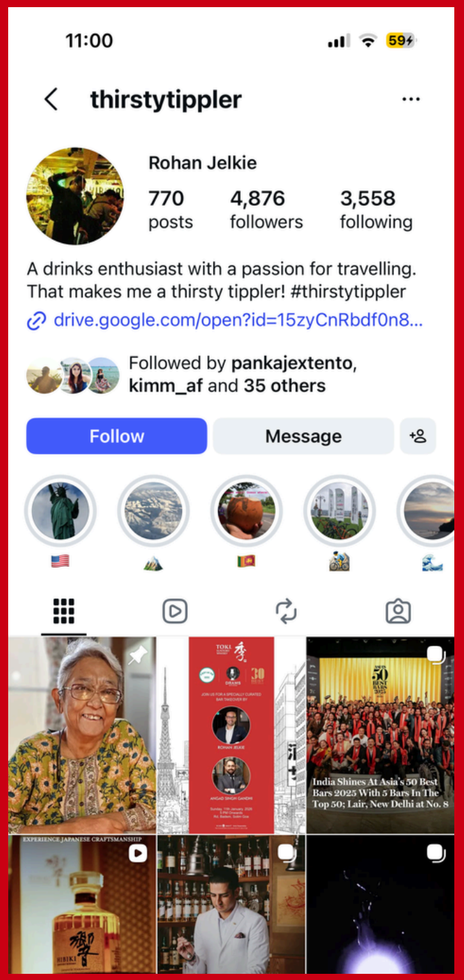
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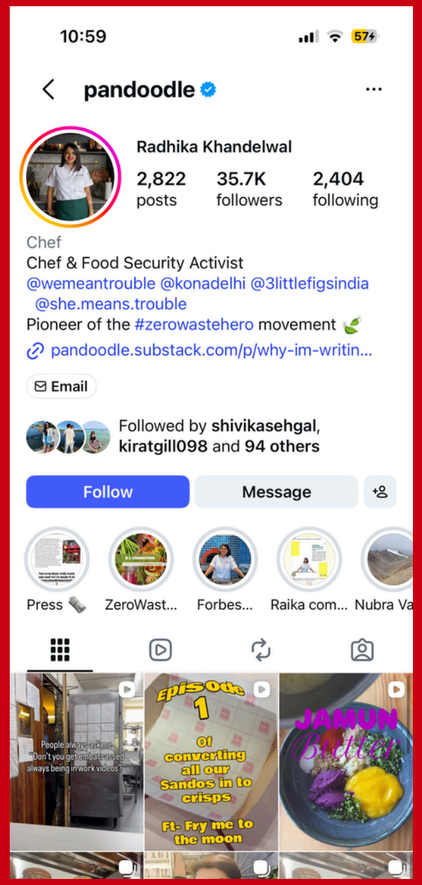
Share

THE DIGITAL CAMPAIGN

The campaign is enhanced and designed to engage a broader audience through a comprehensive digital strategy that encompasses every element of the initiative.







Share-
Digital Campaign

PERFECTLY UNREASONABLE PAIRINGS

FEATURING:

- Teaser for the campaign
- Series with Radhika & Rohan curating some unreasonable dishes and cocktail pairing
- Winning bartender cocktails
- Inviting the audience to make their perfectly unreasonable cocktails
- The advocacy team is to do a series of lessons on some unreasonable cocktails
- Promotion of the participating outlets and overall events planned throughout the month
- Promotion of the open to all Grand Fest
- An Integrated promotion alongside the participating venue and social promotions



(08)

Celebrate

THE BOURBON FINALE





INDIA'S FIRST AMERICAN BOURBON CULTURE FESTIVAL

As Bourbon Month comes to a close, the campaign culminates in a large-scale celebration that brings together every touchpoint built throughout September.

Guests redeem their Bourbon Passports, revisit their favourite cocktails, discover new food collaborations and celebrate alongside the restaurants, bartenders and creators who shaped the campaign.

To bring this vision to life, we propose two scalable formats.

Option One

PERFECTLY UNREASONABLE FAIR *(09)*

- A standalone bourbon festival hosted at a premium destination venue such as One Horizon, 32 Milestone or a luxury hotel property.
- The space transforms into an American-inspired festival featuring bourbon bars, Chef Radhika's hero Kona pop-up, curated restaurant stalls, live music, interactive games and immersive brand experiences.
- Guests complete their Bourbon Passport journey while discovering a vibrant celebration of food, cocktails and community.



Option Two

THE BOURBON ARENA *(10)*

- Rather than creating a standalone festival, Maker's Mark becomes part of an existing large-scale cultural event.
- A dedicated American-inspired bourbon arena brings together signature cocktails, food collaborations, passport redemption, interactive games and live entertainment within a festival that already attracts a large audience.
- This approach allows the campaign to leverage an established platform while creating a distinctive Maker's Mark destination.



ONE MONTH.
ONE PASSPORT.
SIX CITIES.
HUNDREDS OF EXPERIENCES.

Celebrating the people, places and pairings that make Bourbon Heritage Month perfectly unreasonable.



EXTENTO

EXPERIENCES