

# GLOBAL INNOVATION CENTER

## BEAM INC. GLOBAL INNOVATION CENTER

A synergy of science, technology and the time-honored spirits craft perfected by the Beam family more than 218 years ago, Beam's new Global Innovation Center is a worldwide facility located just steps from its flagship distillery in Clermont, Ky. The Global Innovation Center includes new research and development capabilities that reinforce Beam's investment in the future and its overall commitment to crafting spirits that stir the world. The opening of Beam's new Global Innovation Center, as well as the Jim Beam American Stillhouse this fall, reflects a \$30 million investment in the future by Beam Inc.

Boasting 57,000 square feet, the center showcases an array of technical labs and ideation spaces that drive innovation development. With more than one-quarter of Beam's annual growth coming from innovation, this center will be the hub where Beam stays on the forefront of science and technology, combined with consumer and market trends, to bring to life some of the most exciting new cutting-edge products in the marketplace.



Beam

drink smart®

Jim Beam® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. ©2012 James B. Beam Distilling Co., Clermont, KY.

## KEY FEATURES

### ***Liquid Arts Studios***

Design and science come together in a real-world on- and off-premise setting. The Beam Liquid Arts Studios offer a flexible space – complete with full working wet bar, brand education workspaces and multiple, modular retail shelf sets – for live product testing and activation trials. The area also has an Idea Studio to inspire next generation products. The Liquid Arts Studios give Beam customers the opportunity to learn about and sample the current and future Beam spirits portfolio.

### ***Packaging Research & Development Lab***

The new research and development laboratory presents Beam packaging engineers with expanded capabilities for prototype development, improved package and materials integrity testing and shipping simulation for primary and secondary packaging materials and finished case goods.

### ***Product Research & Development Lab***

The beverage scientists at Beam leverage this lab's capabilities to turn trends and consumer insight into early prototypes, ranging from full strength spirits to cordials and lower proof cocktails in ready-to-drink and ready-to-serve formats. The lab also serves to run stability testing and analyze the new spirits through scientific equipment and taste evaluations.

### ***Scientific Services & Quality Labs***

The team touts more than 75 years of beverage analysis experience, using state-of-the-art analytical testing equipment and over 150 test methods to help Beam establish product specifications, identify cost saving opportunities within the manufacturing sites, expand upon its internal standards, and assure product integrity and quality for both new and existing Beam products globally.

### ***Sensory Research***

Dedicated taste-testing stations provide sensory guidance to Beam product developers. The controlled environment allows for unbranded, confidential review of products across all spirits categories, using sensory testing methods, such as product profiling and difference testing to critically and objectively compare product attributes.

### ***Processing R&D Lab***

The processing lab provides a scalable, flexible and efficient workspace for the process development team to vet endless possibilities of new processes and packages for next generation products, and run larger scale productions for technical learning, consumer testing and sales samples. With more than 2,500 square feet of floor space, it accommodates activities ranging from raw material handling through blending, filtration, packaging and finished goods handling.



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The overall enhanced technical lab capabilities reinforce Beam's ability to use science to drive a competitive advantage. The layout of the new labs will also enable increased efficiency and effectiveness while supporting the company's innovation and growth agendas.

The center also houses regulatory, procurement, engineering, finance, environmental health and safety, global product commercialization and other key functions to enhance Beam's overall technical program and operational potential. The center will fully open in January 2013 to host business partners, customers and suppliers, as well as host select VIP tours. More than 100 employees will be employed at the facility.