



Jack & Coke Takes Over Barstool Sports!

We're thrilled to announce a game-changing partnership with Barstool Sports that's set to make Jack and Coke the go-to drink of football season!

Through a comprehensive national media investment, we'll be featured in sponsored videos and programs across Barstool's Pro and College Football channels.

Get ready to OWN THE TAILGATE CONVERSATION as we become the star of Barstool's #1 NFL Football Podcast. Our reach extends beyond targeting the national football audience with precision. Plus, stay tuned for exclusive content through Barstool's College Viceroy social accounts and talent, as we tap into Priority Local markets.

An incremental, national media investment with Barstool Sports combining sponsored videos and programs during pro and college football Barstool channels.



Snapchat

Jack & Coke Gets Virtual Cans In Hand By Using Snapchat to meet our consumer where they are and last week Jack & Coke went live with our first Snapchat Lens. The lens allows consumers to get a virtual can of Jack and Coke into their hands. Give it a try by downloading Snapchat and scanning the QR code

