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THANASI Foods Launches Newest JIM BEAM[®] Meat Snacks Innovation

Savor the Original Bourbon Flavor in the First Bourbon Glaze Steak Strips Item Nationally Distributed

BOULDER, CO – February 1, 2010 – The latest new product launched by THANASI Foods LLC, a leading developer and supplier of branded foods, is now available to distributors and retailers nationwide. In October 2009, THANASI announced the addition of a new mouth-watering meat snack to its Jim Beam[®] line of branded snack foods. Jim Beam[®] Bourbon Glaze Steak Strips is the latest product using the world's No. 1 Bourbon and will join THANASI Foods' other award-winning meat snacks in retail locations beginning now.

Made with genuine Jim Beam Kentucky Straight Bourbon and only the most premium cut steak strips, new Jim Beam Bourbon Glaze Steak Strips are a savory blend of Kentucky spirited flavor and hardwood smoked perfection. Tender and slow-cooked, this new steak snack delivers a high-quality and tasty bite.

"Jim Beam adds a remarkable, distinctive flavor to a variety of foods. Following the success we've seen over the years with our Jim Beam[®] Jerky and Sunflower Seeds, we're confident our new Bourbon Glaze Steak Strips will win over consumers and retailers everywhere," commented Justin Havlick, president and CEO of THANASI Foods. "We anticipate the steak strips will be popular with consumers who already enjoy marinated beef jerky, but are looking for an even more tender bite out of a deliciously flavored meat snack. What's more, the unique packaging and appeal of Jim Beam will encourage trial by those who may not have ever tried other meat snack products in the past," he added. "Once they open the bag, they'll experience the full Bourbon flavor and extra tenderness of the steak strip that makes this product stand out. It's simply delicious."

THANASI Foods developed and launched Jim Beam[®] Original Kentucky Bourbon soaked beef jerky and sunflower seeds into the premium snack segment in 2004 and has continued

to grow the line's distribution nationwide. The new Jim Beam Bourbon Glaze Steak Strips will be available at more than 5000 retail outlets in the first half of 2010.

Like the Jim Beam meat snacks line, the Bourbon Glaze Steak Strips are shipping in 3.15 oz. re-sealable bags that are available in 8-count cases, 8-count clip strips, and display shipper configurations. The new item will be a key addition to customers carrying the Jim Beam meat snacks line, including Travel Centers of America, Flying J, RaceTrac, and Circle K stores.

Jim Beam Bourbon Glaze Steak Strips join a growing THANASI Foods' meat snack business portfolio. Innovating in both meat form and flavors over the years, THANASI Foods has become a leader in premium co-branded snack foods.

Like the company's first product, Jim Beam® Original Kentucky Bourbon soaked Sunflower Seeds, Jim Beam provides the primary flavor component. Unlike many beef jerky products on the shelf, THANASI uses only selected whole-muscle, 100 percent USA-made authentic beef jerky. The beef is smoked and dried after being soaked in Jim Beam, a process which leaves virtually no alcohol in the final product while imparting the unmistakable flavor of the world's No. 1 Bourbon. Positioned as a premium product, new Jim Beam Bourbon Glaze Steak Strips are USA-made, low in fat, high in protein and contain 0g trans fat.

About THANASI Foods

THANASI Foods LLC is a privately held and family-owned Boulder, Colo.-based developer and supplier of household branded foods. Established in 2003, THANASI Foods' award-winning BIGS®, Jim Beam®, FRANK'S® RedHot®, Vlasic®, STUBB'S®, and Bacon Salt® branded snack products can be found in over 45,000 U.S. retail locations today with a growing retail share. For information about THANASI Foods and the company's products, visit www.THANASIFOODS.com.

About Beam Global Spirits & Wine, Inc.

Inspiring conversations around the world, Beam Global Spirits & Wine, Inc. is building brands people want to talk about. Consumers from all corners of the globe call for our brands, including Jim Beam® Bourbon, Sauza® Tequila, Canadian Club® Whisky, Courvoisier® Cognac, Maker's Mark® Bourbon, Laphroaig® Scotch Whisky, Cruzan® Rum, EFFEN® Vodka, Larios® Gin, Whisky DYC®, Teacher's® Scotch Whisky, DeKuyper® Cordials and Liqueurs and Knob Creek® Bourbon. Beam Global Spirits & Wine is part of Fortune Brands, Inc. (NYSE:FO), a leading consumer brands company recently named one of the *World's Most Admired Companies* by *Fortune* magazine. For more information on Beam Global Spirits & Wine, its brands, and its commitment to social responsibility, visit www.beamglobal.com and www.drinksmart.com.

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Note: For product samples, a high-resolution product photo or to speak with THANASI Foods President and CEO Justin Havlick, please contact Erin Humphries at THANASI Foods – ehumphries@thanasifoods.com