



BROWN-FORMAN

Product Placement Overview *Jack Daniel's*

Jack Daniel's Tennessee Whiskey

The Whiskey:

Jack Daniel believed, "every day we make it, we'll make it the best we can." For him, that meant mellowing his whiskey drop by drop through ten feet of sugar maple charcoal. Charcoal mellowing makes Jack Daniel's what it is, a Tennessee Whiskey and not Bourbon, and refines our whiskey's rich flavor even before we fully mature it in barrels of our own making. Seven generations later, we still mellow our whiskey just as Mr. Jack did. The reason is simple: it imparts a distinctive smoothness folks have come to expect from Jack Daniel's.

Jack Daniel's Tennessee Whiskey is made with cool, pure, iron-free cave spring water from right here in the Hollow. This water flows year-round at 800 gallons per minute at a constant temperature of 56° and is virtually iron free. It's the reason why the Distillery was located in this spot originally – and why it has remained there ever since. The Jack Daniel Distillery was licensed in 1866, making it the oldest registered distillery in the United States and a National Historic Site.

The process of making Jack Daniel's is a painstaking one that demands extra attention and makes our whiskey a bit more costly to craft. Each step in the process contributes to how our whiskey matures, as age by itself isn't a reliable measure of a whiskey's quality and character. This is why our tasters tell us when the whiskey is ready, they judge its quality the same way you do – with a sip.

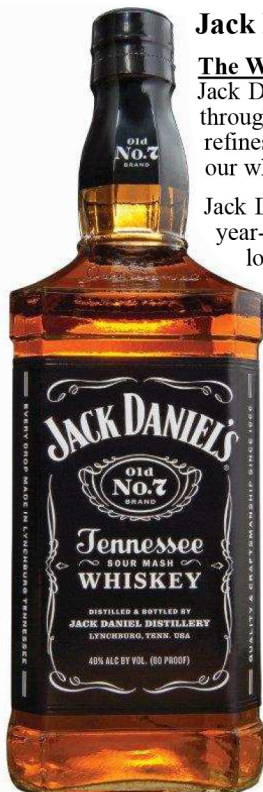
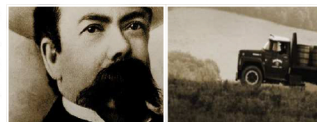
The Man:

Jack Daniel was a real person, and a pretty fascinating one at that. From birth to death legend surrounded him, and in between he created Jack Daniel's Tennessee Whiskey. He left home at an early age and was raised by a family friend named Dan Call. Mr. Call was a Lutheran minister, but also owned a whiskey still just outside of Lynchburg, Tennessee. It was here where young Jack learned about making whiskey. In September of 1863, when Jack was only 13 years old, Call decided to devote his life to his ministry and sold him the still. The rest is history.

The Brand:

Jack Daniel's means more than just quality whiskey, it represents a lifestyle. A Jack Daniel's drinker lives life by his own code with confidence, knowing that newer or flashier doesn't mean better. He is strong and lives without pretense in a life where self imposed standards are the norm. Drinking Jack Daniel's shows an interest in quality, independence and a bit of a rebellious streak.

For more information about Jack Daniel's visit: www.jackdaniels.com



**GENTLEMAN
JACK.**
RARE TENNESSEE WHISKEY



JACK DANIEL'S
Tennessee Whiskey
SINGLE BARREL



JACK DANIEL'S

**Tennessee
HONEY**



The only double charcoal mellowed whiskey in the world, resulting in an exceptionally smooth taste and finish.

Jack Daniel's Single Barrel is hand-crafted from a single barrel and individually selected by our Master Distiller, Jeff Arnett.

Jack Daniel's Tennessee Honey is the easy flavored shot from Jack Daniel's.

