

JACK DANIEL'S TENNESSEE HONEY, THE VERSATILE TOP-SELLER THAT BRINGS THE FLAVOR

Jack Daniel's Tennessee Honey delivers a rich, complex, and multi-dimensional tasting experience. It's the bold character of Jack Daniel's Old No. 7 with the taste of rich honey and a nutty finish. Real honey is complemented by all natural honey essences, and the sweetness is tempered with Jack Daniel's Tennessee Whiskey, as well as the natural flavors of chestnut, molasses, and maple. Jack Daniel's Tennessee Honey has many layers and must be explored again and again to be fully appreciated.



KEY SERVES



JACK HONEY ON THE ROCKS

1.5 oz Chilled Jack Daniel's Tennessee Honey



TENNESSEE HONEY & GINGER BEER

Fill glass with ice
2 oz Jack Daniel's Tennessee Honey
Pour over ice, top with ginger beer
Garnish with lime



TENNESSEE HONEY & LEMONADE

Fill glass with ice
2 oz Jack Daniel's Tennessee Honey
Pour over ice and top with lemonade
Garnish with lemon



JACK HONEY SMASH

Add 2 oz Jack Daniel's Tennessee Honey
1/2 oz. Lemon juice and 1/2 oz. Simple syrup to a shaker and shake vigorously
Strain over ice
Garnish with mint

TASTING NOTES

AROMA:

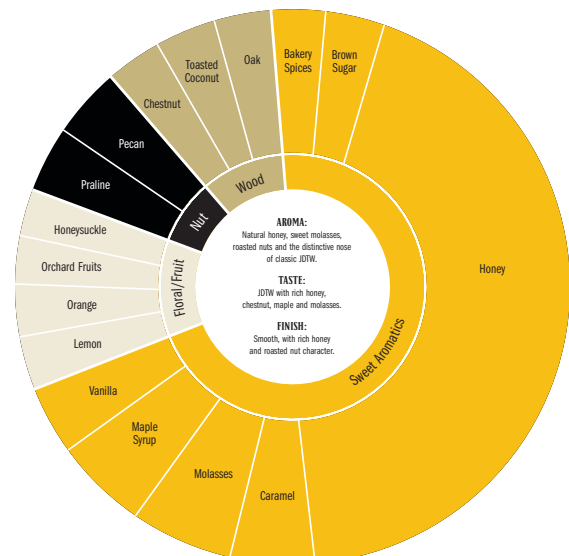
Rich notes of natural honey, sweet molasses, roasted nut glaze.

TASTE:

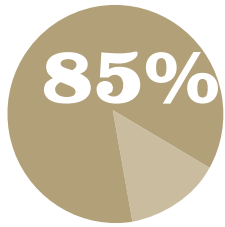
JDTW with honey, delicate hints of molasses, chocolate, pralines.

FINISH:

Smooth, with long trails of rich honey, nut character.



POWER OF JACK DANIEL'S



OF ALL FLAVORED WHISKEY SALES ARE FROM HONEY, CINNAMON AND APPLE FLAVORS



WE HAVE THE #1 HONEY FLAVORED WHISKEY



WE HAVE THE #2 CINNAMON FLAVORED WHISKEY



NOW IT'S TIME TO TAKE A BITE OUT OF APPLE

JACK DANIEL'S FLAVORS RECRUIT NEW CONSUMERS TO THE JACK DANIEL'S FAMILY

60%

of Buyers are New to Jack¹

33%

of Buyers are New to Whiskey¹

18%

Become JDTW Drinkers¹

OFF PREMISE PRESENCE

SHELF SET

- Primary Placement to the left of Apple
- Secondary placement in the cold box for added visibility and support to the chilled shot key serve



PRICE

- 50 ml, 100 ml, 200 ml, 375 ml, 1L- line priced to JDTW, Jack Apple and Jack Fire

AVAILABLE SIZES

50 ml, 100 ml, 200 ml, 375 ml, 750 ml, 1L, 1.75L

SOURCES

¹ Nielsen 2018 US data (among top 1,500 spirits by sales) ² Simmons 2018 NHS Study