

JACK DANIEL'S TENNESSEE APPLE, THE NEWEST ARRIVAL TO THE JACK DANIEL'S FAMILY.

Highly versatile, deliciously smooth, refreshing and sessionable, Jack Apple combines our proprietary crisp, green apple liqueur with the unique and unmistakable character of Jack Daniel's.

It's an apple flavored whiskey* that only Jack Daniel's can deliver - easily enjoyed at home in a refreshing cocktail, as a chilled shot shared amongst friends or sipped slowly on the rocks.



KEY SERVES



CHILLED SHOT

1.5 oz Chilled Jack Daniel's Tennessee Apple



JACK APPLE FIZZ

2 oz Jack Daniel's Tennessee Apple
1/3 oz Lemon Juice
Pour over ice, top with soda
Garnish with lemon



JACK APPLE MULE

Fill glass with ice
2 oz Jack Daniel's Tennessee Apple
Top with Ginger Beer
Garnish with lime



JACK APPLE CRANBERRY

2 oz Jack Daniel's Tennessee Apple
Pour over ice, top with cranberry juice
Garnish with lime

TASTING NOTES

AROMA:

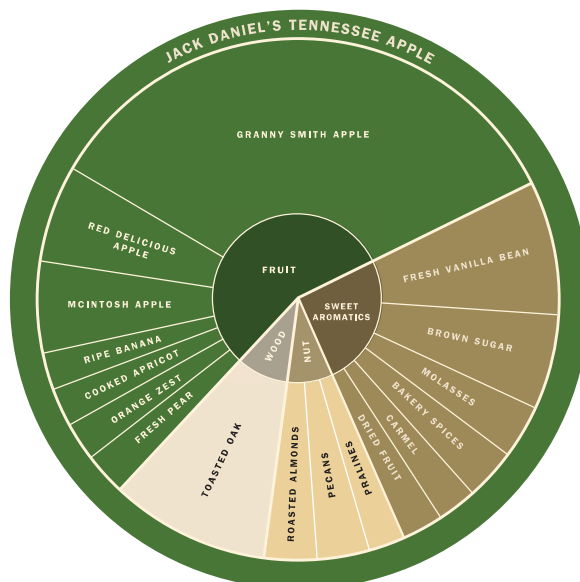
Crisp green apple and classic Old No. 7 cues of caramel, oak and a soft spice.

TASTE:

Fresh cut apples combine with warm caramel and toffee that balance the classic spice of Old No. 7. All at 70 proof.

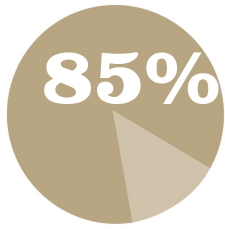
FINISH:

Rich and smooth with sweet apples and a touch of toasted oak.



*Jack Daniel's Tennessee Apple is a distilled whiskey specialty.

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 Old No. 7
- Secondary placement in cold box for added visibility and to support chilled shot key serve

AVAILABLE SIZES

50 ml, 100 ml, 250 ml, 750 ml, 1L



PRICE

- 50 ml, 100 ml, 250 ml, 375 ml, 1L- line priced to JDTW, Jack Honey and Jack Fire



SOURCES

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