



Jack Daniel's Tennessee Whiskey is distilled and bottled at the Jack Daniel Distillery, America's oldest registered distillery, established in 1866. Every bottle of Jack Daniel's Tennessee Whiskey sold around the world is still made here in Lynchburg, TN.

We make the best whiskey in the world because we're the most complete distillery in the world. After the grain arrives, no outside source touches our product until it makes its way into our bottles.

- *We've been tapping our own well for limestone filtered cave spring water since 1880.*
- *Our microbiologist maintains a yeast strain we've been cultivating on-site since 1938.*
- *We filter our whiskey through 10 ft of charcoal made on site by burning sugar maple cores harvested within 100 mi.*
- *The key ingredient to our whiskey is our white oak barrels which, unlike any other large distiller, we make ourselves from sustainably harvested wood.*
- *Finally, the whiskey is aged for a minimum of 4 years in our own rickhouses, before we bottle it on site.*

This attention to detail is foundational to everything we do, from our operations to our small batch whiskies.



Charcoal-mellowed through 10 feet of sugar maple, aged in hand-crafted toasted and charred new American white oak barrels.

MASH BILL:

80%	8%	12%
CORN	RYE	MALT



COLOR: Orange-amber

AROMA: Caramel with mild hints of banana

TASTE: Balanced caramel, vanilla and toasted oak; medium-bodied

FINISH: Creamy and clean

SUSTAINABILITY HAS ALWAYS BEEN AT THE CORE OF JACK DANIEL'S

- Our operations are zero waste
- We conserve and protect our water
- We embrace renewable energy
- We work to protect White Oak and Sugar Maple

For more on our sustainability story visit jackdaniels.com/en-us/sustainability

DRINK RESPONSIBLY. RESPONSIBILITY.ORG

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