

# JACK DANIEL'S SINGLE BARREL SELECT

**JACK DANIEL'S**  
UNIQUELY CRAFTED  HANDMADE BARRELS

**SINGLE BARREL  
SELECT  
TENNESSEE  
WHISKEY**

## STORY

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Picking out the perfect barrels for our Single Barrel whiskey is a highly selective process. Only one out of every 100 barrels we produce are deemed worthy of the distinction. These highly coveted barrels age in the highest reaches of our barrelhouses, where extreme temperature variations dramatically increase the interplay between wood and whiskey. The result is a collection of bold, robust flavors and notes of toasted oak and vanilla that are unique to each individual barrel. Hand-selected from the highest reaches of the barrel house and bottled in the smallest of batches.

## TASTING NOTES

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**AROMA** - Carries a robust and complex aroma, with rich caramel, toasted oak, and subtle fruit.

**TASTE** - Rich toasted oak and complex barrel spices.

**FINISH** - The warm and lingering finish you can expect from a Jack experience.

## JACK DANIEL'S SINGLE BARREL OLD FASHIONED

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2 oz. of JDSB Select

½ oz Simple Syrup

2 dashes of Jack Daniel's Tennessee Cocktail Bitters

Orange peel for garnish



## REASON TO BELIEVE

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- ◇ Jack Daniel's Single Barrel Select **DOUBLE GOLD MEDAL**: San Francisco World Spirit Competition, 2020
  - ◇ Jack Daniel's Single Barrel Select - **Gold Winner 2022** in the **Tennessee Whiskey** category at the **2022 ASCOT** awards
  - ◇ Jack Daniel's Single Barrel Select won **Silver** at the **2022 Bartender Spirits Awards**.
  - ◇ Jack Daniel's Single Barrel Select is **14%** of total US Single Barrel Value Share.
- ◇ Jack Daniel's Single Barrel collection is the largest contributor to Single Barrel US Whiskey growth in 2020 (ahead of Blanton's & Knob Creek).
    - The "Single Barrel" descriptor on Bottled Alcohol menu listings has grown by 102% since 2012. Between 2022 and 2026, it is predicted to grow by another 16%. (Datassential Menu Trends Q2 2022)

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## ON & OFF-PREMISE PLACEMENT

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- Jack Daniel's Single Barrel Select is the **#1** priority within the JDSB Collection
- **SHELF** - Top shelf of American Whiskey above JDTW, to the right of Jack Daniel's Triple Mash
- **PREMIUM BAR/RESTAURANT** - Prominent location within whiskey, bottle menu

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## MASTER MATERIAL - 750ML

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**Material Number - 53376000**

**Bottle Code - 082184087008**

**Case Code - 10082184104405**

### PLEASE DRINK RESPONSIBLY

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