

# GENTLEMAN JACK



## STORY

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Jack Daniel's Gentleman Jack is a single-distilled Tennessee Whiskey that matures in handmade, charred white oak whiskey barrels then goes through the Jack Daniel Distillery's time-honored, charcoal-mellowing process; twice. The resulting 80-proof whiskey is smooth, approachable whiskey that's perfect for varied tastes. Gentleman Jack is perfect for both big and small moments in life.

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## TASTING NOTES

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**AROMA** - Vanilla, citrus and floral.

**TASTE** - Sweet vanilla, fruit and light spice; carries a balanced oak flavor with notes of caramel and vanilla.

**FINISH** - Exceptionally smooth finish.

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## GENTLEMAN JACK WHISKEY SOUR

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2 oz. of Gentleman Jack Tennessee Whiskey

¾ ounce lemon juice

¾ ounce simple syrup

1 dash bitters

Lemon wedge



## REASON TO BELIEVE

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- ◇ Gentleman Jack's Retail Sales Value is \$140 million, higher than Knob Creek, Angel's Envy, Elijah Craig, Jefferson's and Maker's 46. (IWSR CY21)
  - ◇ Gentleman Jack average basket ring is \$106.62 (\$80.90 average basket ring for total whiskey, \$91.55 for American Whiskey).
  - ◇ Gentleman Jack is top 10 contributor to American Whiskey growth.
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## ON & OFF-PREMISE PLACEMENT

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### Off-Premise Channel:

- Premium liquor, Small Value, Grocery, Convenience, Mass
- Shelf Location: Eye level shelf placement or above. Right adjacent to Jack Daniel's Tennessee Whiskey

### On-Premise Channel:

- Premium & Mainstream restaurant, lodging and bar accounts, Nightclub
  - Backbar: Primary placement to the right of Jack Daniel's Tennessee Whiskey or Left of Jack Daniel's Single Barrel Collection
  - Gain back bar & whiskey/cocktail menu
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## MASTER MATERIAL - 750ML

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### 750ML Bottle:

Material Number: 50129000

Case Code: 10082184101756

NABCA Code: 170-26586-75

BAR Code: 82184038727

### 1L Bottle:

Material Number: 50126000

Case Code: 10082184101701

NABCA Code: 170-26582-10

BAR Code: 82184038734

### PLEASE DRINK RESPONSIBLY

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