

JACK DANIEL'S[®]

TRIPLE MASH

BLENDED STRAIGHT WHISKEY

Jack Daniel's Triple Mash is a blend of Bonded American Malt, Rye and Tennessee Whiskeys at 100 proof. It delivers notes of honey, malt and soft oak leading to a long lasting well rounded finish.

The Bottled-In-Bond Act (1897) stipulates that the whiskey must be:

- ◇ From a single distillery
- ◇ From one distilling season
- ◇ Bottled at 100 proof
- ◇ Aged in a federally bonded warehouse for at least four years (seasons to mature)

TASTING NOTES

COLOR: Copper

AROMA: Dried fruit, oak and toast

TASTE: Honey sweetness with underlying grain spice and dry oak

FINISH: Rounded with browned bread and a hint of char



PLEASE DRINK RESPONSIBLY.

Blended Straight Whiskey, 50% alc. by vol. Jack Daniel Distillery, Lynchburg, Tennessee. JACK DANIEL'S is a registered trademark. ©2021 Jack Daniel's. All rights reserved.

PRODUCT DETAILS

Sizes Available: 700ml & 1L

Proof: 100

Case Format: 6 bottle case

Availability: National

Field Guidance: JD Triple Mash

\$3 premium to Bonded

1L: Comp price/oz as the 700ml

PLACEMENT

OFF PREMISE CHANNEL

- Premium liquor and retail accounts
- Shelf Location: Top shelf placement with JDSB. Left Adjacency to Jack Daniel's Single Barrel Collection

ON PREMISE CHANNEL

- Premium restaurant, lodging and bar accounts
- Backbar: primary placement to the right of Gentleman Jack or key competitive set
- Gain bottle and cocktail menu

OLD PAL

¾ oz Jack Daniel's Triple Mash

¾ oz dry vermouth

¾ oz Italian aperitif

Lemon peel for Garnish



Master Material - 700ml

MATERIAL NUMBER: 55927000

BOTTLE CODE: 082184005941

CASE CODE: 10082194105942

NABCA CODES: 150-16620-70



Master Material - 1L

MATERIAL NUMBER: 55929000

BOTTLE CODE: 82184005965

CASE CODE: 10082194105966

NABCA CODES: 150-16621-10

