



JACK DANIEL'S

UNIQUELY
CRAFTED



HANDMADE
BARRELS

**SINGLE BARREL
PERSONAL COLLECTION**



MILITARY CHANNEL

JACK DANIEL'S SINGLE BARREL SELECT WHISKEY

- Jack Daniel's Single Barrel Select is an ultra-premium Tennessee Whiskey unlike any others
- Crafted from select barrels found only at the top floor of the barrelhouse, where temperature extremes cause the whiskey to expand and penetrate deeper into the charred oak wood barrels
- Maturation results in a rich amber color, robust flavor, and smooth finishing whiskey
- Positioned in the fast growing Ultra-premium category
- Each bottle is marked with a rick number, barrel number and a date of bottling
- The #1 selling whiskey sold in the United States priced over \$40.00. Nielsen: total US Food, 52 weeks ending 12.24.16
- A singular whiskey that rewards those wishing to savor one of life's authentic pleasures



JACK DANIEL'S SINGLE BARREL SELECT WHISKEY

Single Barrel Select barrels are carefully chosen from the upper floors of our barrelhouses, where seasonal temperature swings allow for more interaction between whiskey and wood. Only 1 out of 100 barrels are selected to become Jack Daniel's Single Barrel.

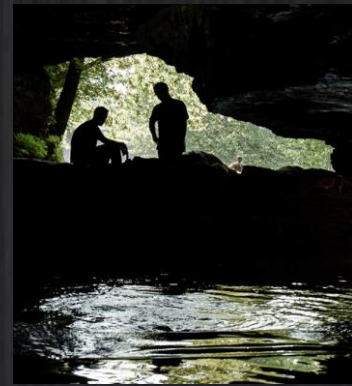
Inside these barrels, the union of natural cave spring water, premium grains, charred American oak yields a whiskey of robust character, with subtle notes of caramel, vanilla, and spice.

THE WATER

When young Jack found the cave spring hollow in 1866, he knew he had the key ingredient to crafting the best whiskey possible. Crystal clear, a constant 56°F, and iron-free, it gives our Single Barrel whiskey the perfect start.

THE WOOD

The barrel is responsible for imparting all of the color and a good deal of the flavor in your Personal Collection selection. A craftsman raises the barrel by hand, using about 30 individual staves. Toasting and charring brings out the natural flavor in the wood, giving our whiskey its familiar notes of vanilla, caramel, and spice.



THREE WAYS CUSTOMERS CAN MAKE THEIR PERSONAL SELECTION

1. DISTILLERY CHOICE

6-8 weeks*

Our Master distiller and his team of Master Tasters may select the barrel on customer's behalf.

2. PROFILE SAMPLES

8 weeks*

Jack Daniel's will provide three flavor profile samples; Full-Bodied & Robust, Flavorful & Balanced, and Sweet Forward. The selected flavor profile will be matched with a corresponding barrel.

NOTE: Barrel received will have the same flavor profile as the sample you selected. However, it will not be the same barrel that your profile samples originated from.

3. LYNCHBURG

6-8 weeks from time of selection*

Come visit the Jack Daniel Distillery and have our Master Distiller and Master Tasters lead the barrel selection process. Work with your Jack Daniel's representative and our barrel concierge to coordinate a tour of the distillery and a walk through the town square.

*approximate timing for all



ALL PERSONAL
COLLECTION REQUESTS IN THE MILITARY
CHANNEL WILL RECEIVE:

- 252 bottles of Jack Daniel's Single Barrel shipped in six bottle cases
- Personalized bottles with customer's name, barrel number, location, and selection date.
- Customized medallions available for military orders only
- Personalized gift boxes
- One Crystal decanter with rocks glasses
- Personalized framed certificate from our Master Distiller
- Personalized barrelhead
- Recognition in the Jack Daniel's Personal Collection Room in Lynchburg

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- Personalized framed certificate from our Master Distiller



- Personalized barrelhead
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WHAT DOES A JACK DANIEL'S PERSONAL SELECTION COST?

Pricing must be obtained from the BASE Package Store/Class Six Manager in which the Barrel Order will be delivered to for pick up.

Each barrel renders -252 - 750ml. Bottles

The total Barrel cost is dependent on the competitive selling price of the JDSB 750 ml in the area purchased.

Order must be paid in full or a substantial deposit may be required dependent on account policy