

So, You Think You Know

# JACK DANIEL'S

Jack Daniel's Distillery has been producing whiskey for more than  
**150 YEARS**

it opened in  
**1866**

The whiskey goes through

the legendary charcoal-mellowing process, which removes impurities and gives Jack its classic smooth flavor.

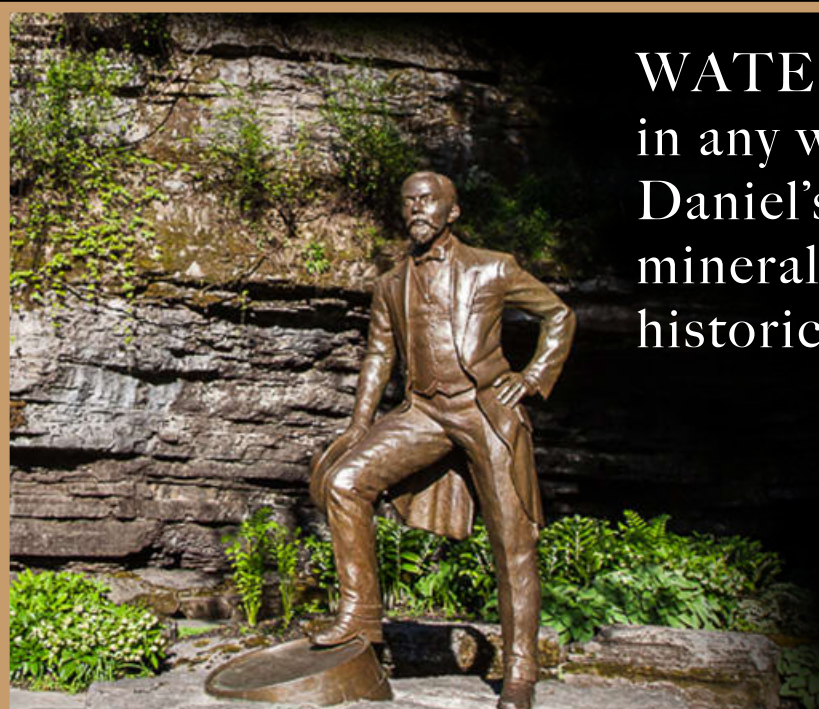
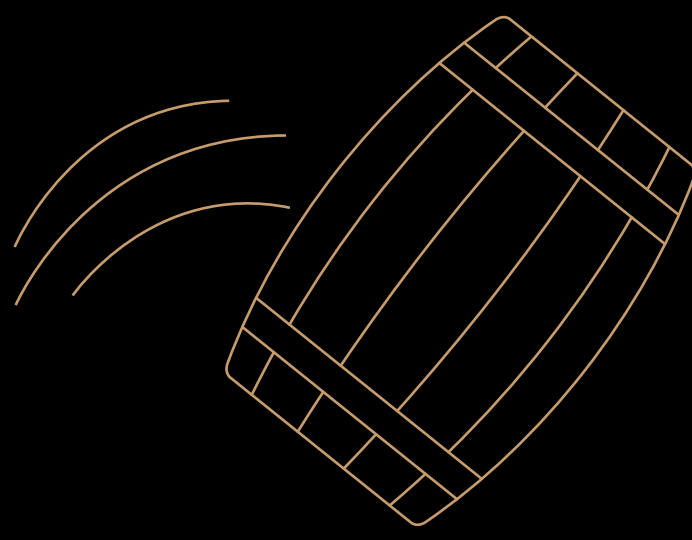


The unaged whiskey is dripped through 10 feet of



**HARD SUGAR  
MAPLE CHARCOAL**  
and the journey takes 3 to 5 days to complete.

The barrels are custom made for each whiskey batch, and  
**ONLY USED  
ONCE.**



**WATER** is the key ingredient in any whiskey, and Jack Daniel's utilizes the mineral-rich water of the historic Cave Spring Hallow.

In fact, Cave Spring Hallow is specifically why Jack Daniel selected Lynchburg as the home for his distillery.

## Jack Daniel's enlists

# 10 MASTER TASTERS

to determine when the whiskey is ready. This process has remained unchanged throughout its history, beginning with the brand's first master taster — Jack Daniel.

**Reuse & recycling are key elements to the Jack Daniel's operation.**

Leftover mash is used to feed cattle.



Some of the barrels and charcoal are re-used for grilling and BBQ wood chips.

Old barrels are used by Scotch whisky-producers and hot sauce companies.



Every drop of Jack Daniel's is made in **LYNCHBURG, TENNESSEE**, a one-stoplight town.

Jack Daniel's can be purchased in more than



countries around the world.

The meaning of Jack's iconic  
**Old No.7**  
remains unknown.