



**Jack Daniel Distillery, Lem Motlow, Proprietor,  
Lynchburg (Pop. 361), Tenn.**

**HISTORY:**

Registered by Jack Daniel in 1866, the Jack Daniel Distillery is the oldest registered distillery in the United States.

In 1956, the Jack Daniel Distillery was purchased by the Brown-Forman Corporation of Louisville, Kentucky. Brown-Forman, founded in 1870, is a diversified producer and marketer of fine quality consumer products.



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Tennessee Whiskey Alcohol 40% by Volume (80 proof). Distilled and Bottled  
by JACK DANIEL DISTILLERY, Lynchburg (POP. 361), Tennessee.

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## Jack Daniel's Tennessee Whiskey

### Charcoal Mellowing

**Lynchburg, Tennessee** – Jack Daniel's comes from America's oldest registered distillery. The Jack Daniel Distillery was founded in 1866 by Mr. Jack Daniel in Lynchburg (pop. 361), Tennessee, and makes Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey and Jack Daniel's Single Barrel Tennessee Whiskey – all of which fall into a distinctive product classification called Tennessee whiskey.

Jack Daniel's Tennessee Whiskey is made with the finest corn, rye and barley malt. Its distinctive character is a result of natural fermentation, careful distillation, and use of the distillery's iron-free water from the Cave Spring that runs at a constant 56 degrees F. The cave spring is why Mr. Jack built his distillery in the small town of Lynchburg.

What gives Tennessee whiskey its uncommon taste – and its clear distinction from bourbon and all other whiskeys – is the charcoal-mellowing process that was created in this region in the 1800s. By carefully mellowing the spirits through 10 feet of hard maple charcoal right after distillation, Tennessee distillers discovered a choice whiskey with a distinctive flavor that forever established the Tennessee whiskey tradition.

Following the charcoal-mellowing process, Jack Daniel's whiskey is placed into brand new charred white oak barrels for storage and aging in warehouses nestled in the hills of Tennessee. As the whiskey ages, the extreme temperature changes of the passing seasons cause the whiskey to expand and contract, driving the whiskey deeper into and out of the wood of the barrel each year. This aging process gives the whiskey all of its color and much of its flavor.

Officially registered with the U.S. government in 1866, the Jack Daniel Distillery, Lem Motlow, Proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Based in Lynchburg, Tennessee.



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## Jack Daniel's Character

### It Makes the Man, It Makes the Whiskey

**Lynchburg, Tennessee** – In more than 130 countries, Jack Daniel's Tennessee Whiskey is revered for its individual character, a character shared by the man who pioneered the brand – Mr. Jasper Newton "Jack" Daniel of Lynchburg (pop. 361), Tennessee.

A runaway at the age of six, a distiller by time he was a young man, and a remarkable innovator his whole life, Jack Daniel wasn't only a real person – he was a real character. It was Mr. Jack who had the foresight to move the distillery to a source of limestone water flowing from a cave spring in Lynchburg. The water flowed at a constant 13 degrees C (56 degrees F) and was free of good whiskey's worst enemy, iron.

Mr. Jack was also the first to register his little distillery during the 1860's when the federal government began its regulation and taxation of whiskey. Today, the Jack Daniel Distillery remains America's oldest registered distillery and is on the National Register of Historic Places.

Always an independent character, with a mind of his own, Mr. Jack sold his whiskey to both sides during the War of Northern Aggression (also known by some as the Civil War). It was a daring stance that endeared him to both sides of conflict, but could have just as easily seen him shot as a spy.

Mr. Jack also showed his individual nature by holding on to the charcoal-mellowing process when others abandoned it for cheaper methods of making whiskey after the war. He mellowed his whiskey drop by drop through 10 feet of charcoal made from hard sugar maple. That made Jack Daniel's whiskey about twice as expensive and three times as long to make, but it also gave it a smooth, refined character. Mellowing changed the whiskey enough to cause the government to give it the special designation of "Tennessee Whiskey." So while others turned to less costly methods of making whiskey, Mr. Jack remained true to charcoal mellowing, a tradition that continues at the Jack Daniel Distillery.

"He was all of five-feet-two-inches tall [160 cm] and I think his stature may have had something to do with his individual nature," explained Brashears (media manager at the distillery) "He was hardheaded and unchanging when it came to charcoal mellowing. Here in Lynchburg we like to say, 'Don't ever kick a pulling mule.'"

When everyone else went to bottling their whiskey in round bottles, Mr. Jack chose a square bottle. That shape has since become synonymous with his Tennessee sipping whiskey.



The little-known Tennessee distiller finally came to the attention of the world at the 1904 St. Louis World's Fair and Centennial Exposition. That year, Mr. Jack travelled by train to the Fair, where unbeknownst to his friends in Lynchburg, he entered his charcoal-mellowed sipping whiskey in an international competition. He returned to Lynchburg four days later with the World's Fair Gold Medal for the best whiskey in the world. It was the first of seven gold medals his whiskey would win.

As dedicated as Mr. Jack was to his unchanging method of crafting fine whiskey, it's ironic that something unchanging was his undoing—a simple combination to his office safe. One day Mr. Jack's spirited nature got the best of him when he had trouble with the combination and he kicked the safe in frustration. At first, he only suffered a limp, but eventually gangrene set in. Six years later, on October 10, 1911, Mr. Jack died.

Because he had never married, the distillery passed down to his nephew Lem Motlow. Lem, whose name still appears in the fine print on every bottle of Jack Daniel's whiskey, played an important role in the growth of the distillery. It was Lem who saw the distillery through the 29 years of National and Tennessee Prohibition. When Prohibition ended, he reopened his uncle's distillery and returned to the charcoal-mellowing tradition in spite of the extra costs it involved.

In 1956, the Motlow family entrusted the distillery to another great American whiskey family, the Browns. Today, the Brown-Forman Beverage Company in Louisville, Kentucky continues to charcoal mellow Jack Daniel's whiskey drop by drop, remaining true to the strong, individual character of the man ... and his whiskey.

"Yessir, if Mr. Jack were alive today, he'd be happy to see that not a whole lot has changed here in his hometown," mused Brashears with a grin. "The Farmer's Bank and Courthouse are still standing. There's still no USA Today box on the square. And his distillery is still operating in a dry county and still charcoal mellowing his whiskey drop by drop."

"Some things just aren't subject to change."



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## The Jack Daniel Distillery Tour & Lynchburg, Tennessee

### LOCATION:

Lynchburg (pop. 361), Tennessee. The Jack Daniel Distillery is located 70 miles southeast of Nashville. Take I-24 east to Route 55 (exit 111). Take Route 55 through Tullahoma to Lynchburg. Or, from I-65, take US 64 through Fayetteville to Lynchburg and Route 55 through Lynchburg to the distillery.

### BACKGROUND:

Registered in 1866 by Jack Daniel, the Jack Daniel Distillery is the oldest registered distillery in the United States and is listed on the National Register of Historic Places.

Every year about 250,000 people tour the distillery and visit the small town of Lynchburg.

In any two-month period, visitors from all 50 states and over 30 foreign countries will stop by to see where their favorite whiskey is made and to meet the people they have come to know through Jack Daniel's advertising campaign.

### TOUR SCHEDULE:

Guided tours are available, free of charge, 9 a.m. through 4:30 p.m., seven days a week except Thanksgiving Day, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.

### TOUR HIGHLIGHTS:

**A barrelhouse** holding more than 20,000 barrels of whiskey – each holding about 50 gallons and weighing more than 400 pounds.

**The rickyard** where cords of hard sugar maple wood are burned to make the famous charcoal used to mellow the whiskey drop by drop.

**The underground cave spring** – the source of the iron-free water that runs at a constant 56 degrees.

**The whiskey making process**, including the whiskey stills, the fermenting tanks and the charcoal-mellowing vats.

**Jack Daniel's first office.**

**The White Rabbit Saloon**, a reconstruction of a saloon Mr. Jack operated in Lynchburg before the advent of Prohibition.



#### OTHER LYNCHBURG ATTRACTIONS:

**The Old Moore County Jail.** Any jailhouse with potted geraniums on the front porch must be a sign of a law-abiding community. It is now the site of the Moore County Jail Museum.

**Jack Daniel's gravesite.** In the Lynchburg cemetery, Mr. Jack's grave is adorned with two cast-iron chairs originally placed there for local ladies who mourned the passing of Lynchburg's most eligible bachelor.

**Miss Mary Bobo's Boarding House.** Built in 1867, and a lunchtime favorite of Jack, the boarding house was run by Miss Mary Bobo from 1908 until her death in 1983 – just shy of her 102<sup>nd</sup> birthday.

The boarding house still serves a family-style midday meal every day except Sunday.

Mr. Jack's great-grandniece, Miss Lynne Tolley, is the proprietress.

**The Lynchburg Hardware and General Store.** A gathering place where the local folks discuss the latest news, challenge friends to a game of checkers and enjoy a 10-cent Coca-Cola®.

Jack Daniel's nephew, Lem Motlow, opened the store to earn a living during Prohibition.

Many historic general store and hardware items from that era are on display, along with a full line of Jack Daniel's merchandise.

**The Moore County Courthouse.** Built in 1885 by local people using bricks made in Moore County.

The bright red courthouse is the picturesque centerpiece of the downtown square.

**Local merchants and shops.** The local merchants are happy and proud to welcome visitors.



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## Jack Daniel's Silver Cornet Band



When Jack Daniel registered his distillery in 1866 he began exploring ways to promote his whiskey. As a genuine music lover, in 1892 he came up with the idea of setting up his own band – the 10-piece Silver Cornet Band – which he put on tour and who promoted his whiskey for over 20 years. Why music? Because Jack was a genuine music lover and believed that good music and fine whiskey bought people together.

Back in 1892, Jack bought a specially designed horse-drawn wagon to transport the band, which became a drawing card for community festivals and public events all across rural America.

The band instruments included horns, drums, and – of course – a silver cornet!

Naturally, the Silver Cornet Band wasn't anything like the modern music celebrities and rock'n'roll bands who became enthusiasts fans of Jack's Tennessee Whiskey. But as one of Jack Daniel's biggest supporters once said, "Mr. Jack had a philosophy that good music and good whiskey make a great combination."

That was true in 1892, and it's still true today. Jack Daniel's – On Tour Since 1866.



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