



# CREATIVE ENTERTAINMENT SERVICES, INC.

2550 N. Hollywood Way  
Suite 100  
Burbank, CA 91505  
Phone: 818.748.4800  
Fax: 818.847.8625  
Website: [www.acreativegroup.com/ces](http://www.acreativegroup.com/ces)

Kathy Findling, President 818.748.4804  
Samantha Sarakanti, Client Services Director 818.748.4846  
Vanessa Singleton, Senior Account Manager 818.748.4845  
Jennifer Platt, Senior Account Manager 818.748.4841  
Tracey Pennywell, Account Manager 818.748.4840  
Ryan Mogge, Client Communications Manager 818.748.4844



## Product Placement Overview *Jack Daniel's*

### Jack Daniel's Tennessee Whiskey

#### The Whiskey:

Jack Daniel believed, "every day we make it, we'll make it the best we can." For him, that meant mellowing his whiskey drop by drop through ten feet of sugar maple charcoal. Charcoal mellowing makes Jack Daniel's what it is, a Tennessee Whiskey and not Bourbon, and refines our whiskey's rich flavor even before we fully mature it in barrels of our own making. Seven generations later, we still mellow our whiskey just as Mr. Jack did. The reason is simple: it imparts a distinctive smoothness folks have come to expect from Jack Daniel's.

Jack Daniel's Tennessee Whiskey is made with cool, pure, iron-free cave spring water from right here in the Hollow. This water flows year-round at 800 gallons per minute at a constant temperature of 56° and is virtually iron free. It's the reason why the Distillery was located in this spot originally – and why it has remained there ever since. The Jack Daniel Distillery was licensed in 1866, making it the oldest registered distillery in the United States and a National Historic Site.

The process of making Jack Daniel's is a painstaking one that demands extra attention and makes our whiskey a bit more costly to craft. Each step in the process contributes to how our whiskey matures, as age by itself isn't a reliable measure of a whiskey's quality and character. This is why our tasters tell us when the whiskey is ready, they judge its quality the same way you do – with a sip.

#### The Man:

Jack Daniel was a real person, and a pretty fascinating one at that. From birth to death legend surrounded him, and in between he created Jack Daniel's Tennessee Whiskey. He left home at an early age and was raised by a family friend named Dan Call. Mr. Call was a Lutheran minister, but also owned a whiskey still just outside of Lynchburg, Tennessee. It was here where young Jack learned about making whiskey. In September of 1863, when Jack was only 13 years old, Call decided to devote his life to his ministry and sold him the still. The rest is history.

#### The Brand:

Jack Daniel's means more than just quality whiskey, it represents a lifestyle. A Jack Daniel's drinker lives life by his own code with confidence, knowing that newer or flashier doesn't mean better. He is strong and lives without pretense in a life where self imposed standards are the norm. Drinking Jack Daniel's shows an interest in quality, independence and a bit of a rebellious streak.

For more information about Jack Daniel's visit: [www.jackdaniels.com](http://www.jackdaniels.com)



In 1988 Jack Daniel's started making **Gentleman Jack**, the first new whiskey from the Jack Daniel Distillery in more than 100 years. Gentleman Jack is Charcoal Mellowed twice, making whiskey of exceptionally smooth character. Charcoal Mellowing is what makes Jack Daniel's what it is - a Tennessee Whiskey and not a Bourbon. Doing it twice is what makes Gentleman Jack what it is. We think you'll agree that the whiskey emerging from this second trip through the charcoal is one of refined character, worthy of the name Gentleman.

[www.gentlemanjack.com](http://www.gentlemanjack.com)



**Jack Daniel's Single Barrel Tennessee Whiskey**, the world's first charcoal mellowed single barrel Tennessee Whiskey, allows whiskey aficionados to sample the work of individual barrels, comparing the subtle differences imbued by each barrel's unique oak wood and aging experience. Every barrel of Jack Daniel's Single Barrel absorbs its own personality and character from its charred White American Oak barrel and its special location in the warehouse. Each bottle of Jack Daniel's Single Barrel is hand-labeled with its barrel number, giving whiskey connoisseurs the opportunity to test their own abilities.

[www.jdsinglebarrel.com](http://www.jdsinglebarrel.com)

**Materials Available for Placement: Bottles, Signage, Artwork, Bar Essentials and Apparel**