



FOR IMMEDIATE RELEASE

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JACK DANIEL DISTILLERY ANNOUNCES LIMITED RELEASE OF RESTED TENNESSEE RYE

Craft Rye Offering Made Available Following Two Seasonal Cycles of Barrel Maturation

LYNCHBURG, TENN., (MARCH 24, 2014) – As a continuation of its entry into the rye whiskey category, the Jack Daniel Distillery is offering a limited release of Jack Daniel's Rested Tennessee Rye, a follow-up to its 2012 Unaged Tennessee Rye offering. This marks the distillery's first barrel-matured expression in the rye category. A one-time offering, Jack Daniel's Rested Rye is scheduled to be available in select U.S. markets beginning in April.

“We were pleased with the reception we received from our Jack Daniel's Unaged Rye,” said Jack Daniel's Master Distiller Jeff Arnett. “We felt like it was time for our Jack Daniel's friends and whiskey enthusiasts alike to see for themselves how the new oak barrel has enhanced the rye whiskey over the last two years.”

Jack Daniel's Rested Rye is crafted using the same Cave Spring water from the Jack Daniel's Hollow, proprietary yeast and charcoal mellowing process that's been used in the distillery's nearly 150-year-old Tennessee Whiskey recipe. Yet, the result from the new recipe of 70 percent rye, 18 percent corn and 12 percent malted barley offers a great balance of flavor that is robust yet not overpowering with rye spice.

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“Having spent two cycles of the Tennessee seasons resting in the barrelhouse, we think consumers will be surprised by how much the caramelized wood sugars from our new, lightly toasted and charred barrels have imparted to the flavor of the rye,” said Arnett.

Arnett noted that the flavor characteristics of Jack Daniel’s Rested Rye – delicate notes of vanilla and caramel on entry giving way to complex notes of fruit and rye spice - create a complex taste profile. Arnett said the charcoal mellowing process provides a unique smoothness that works especially well for the robust rye grain.

“Given the success of Unaged Rye, we felt like we should offer our friends another limited-quantity rye expression with a brief exposure to the barrel that’s still handcrafted with the same passion and quality they expect from all of our products,” said Arnett. “And we hope they’ll remember that, as good as this new offering is – it’s still just a taste of what’s to come.”

Jack Daniel’s Rested Rye will be available in a 750ml bottle size at a suggested retail price of \$49.99.

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., 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. Jack Daniel’s is the maker of the world-famous Jack Daniel’s Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel’s Single Barrel Tennessee Whiskey, Jack Daniel’s Tennessee Honey, Jack Daniel’s Sinatra Select, Jack Daniel’s Rested Tennessee Rye, Jack Daniel’s Tennessee Whiskey-Based Ready-to-Drink Beverages and Jack Daniel’s Country Cocktails.

“Please sip responsibly.”

RESTED RYE, ALCOHOL 40% BY VOLUME (80 PROOF).

DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY, LYNCHBURG, TN.

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