

## JACK DANIEL'S TENNESSEE APPLE ...

The Jack Daniel Distillery has introduced the newest member of the Jack Daniel's family ... Jack Daniel's Tennessee Apple is a blend of Jack Daniel's Tennessee Whiskey with finely crafted apple liqueur.

"Mr. Jack was known for being an innovator and always exploring how to do things differently, including adding different flavors and ingredients," said Jack Daniel's Master Distiller Jeff Arnett. "Tennessee Apple couples the character of our Jack Daniel's Tennessee Whiskey with the taste of crisp, green apples. It's like a freshly picked apple in a glass of Jack."

A Jack Daniel's Tennessee Apple launch event was recently held at Breakthru Beverage Maryland. The excitement was palpable and all enjoyed the apple-bobbing and pie-eating contests.

"We feel like it's a good time now to offer Apple. Flavors have been driving a lot of interest in the whiskey category," Arnett continued. "It's been a game changer for Jack Daniel's, even a brand that's been around as long as we have. We found that flavors tend to attract a different consumer and/or they fit into a different occasion. Maybe an after-dinner drink or something where our whiskey wouldn't necessarily be poured."

At 70 proof, Jack Daniel's Tennessee Apple features a perfect blend of green apples enhanced by the sweet bold notes of Jack. ■



At the Breakthru Beverage Maryland Jack Daniel's Tennessee Apple launch event are Joe Giardina, James McCray, Bruce Richardson, Dave Houseknecht, Forrest Costantino, Kevin Dunn, all with Breakthru Beverage; Gwen Kinsella, Donald Greenlee, both with Brown-Forman; Michael Schneider, and Jeff Scarry, both with Breakthru Beverage Maryland.





The Jack Daniel's Tennessee Apple event included an old-fashioned bobbing-for-apples contest where the competitors had a certain amount of time to acquire as many apples as possible from their assigned tub. The crowd was enthusiastic and entertained at the efforts of the contestants. April Douville and Aundre Jordan (pictured upper right), both Breakthru Beverage Maryland sales representatives; took away top honors for their Apple-Bobbing proficiency.



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