



If you'd like a booklet about Jack Daniel's Whiskey, write us here in Lynchburg, Tennessee 37352, U.S.A.

TALK TO AN OLDTIMER in Lynchburg, Tennessee and you'll probably hear a story about Jack Daniel's.

Our townsmen love to tell how Jack Daniel settled here in 1866. And how Lem Motlow and seven generations of Lynchburg whiskey makers never had reason to leave – nor to alter our founder's original methods. That's why today's Jack Daniel's has the same smooth taste as it did back then. Which, to a Jack Daniel's drinker, is the nicest part of the story.



JACK DANIEL'S TENNESSEE WHISKEY

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