



WHISKEY'S BETTER WHEN IT'S BOURBON.

BIOGRAPHY FREDERICK BOOKER NOE III

When Jacob Beam sold his first barrel of whiskey in 1795 he began a family legacy that continues today with Frederick “Fred” Booker Noe III, seventh-generation Beam and son of the late Frederick “Booker” Noe Jr., master distiller emeritus of Jim Beam Brands Co. Noe is an associate distiller at the Jim Beam Distillery in Clermont, Ky., and Bourbon Ambassador for Jim Beam Brands, sharing the art and history behind his family’s legacy, and their love of bourbon, with enthusiasts worldwide.

For nearly two decades, Noe has worked at the Jim Beam Distillery, which was built by his great-grandfather, Jim Beam, after the repeal of prohibition in 1933. Noe has served in many capacities at the distillery throughout his career, including aiding in the development of his father’s signature bourbon, “Booker’s® Bourbon.” Today, Noe introduces consumers around the world to The Small Batch Bourbon Collection®, his family’s award-winning collection of ultra-premium, handcrafted bourbons featuring Booker’s®, Baker’s®, Knob Creek® and Basil Hayden’s®.

Born and raised in Bardstown, Ky., the Bourbon Capital of the World, Noe’s childhood was immersed in the family’s whiskey culture. His childhood home is the same home Jim Beam lived in. In fact, the street he grew up on was once called distillers row because a master distiller resided in almost every house. Noe tells tales of his father filling nights with stories of the family heritage, handing down centuries of Beam lore.

Noe is instrumental in the Beam business, dedicating himself to perfecting the family’s closely guarded bourbon-making process and continuing his family’s legacy.

“I had such a feeling of pride and tradition the first time I came to the distillery with my father,” said Noe. “Decades later, I still feel the same way. This is much more than a job, it’s my life, and I love every minute of what I do.”

Noe still resides in Bardstown, Ky., in a house built adjacent to the Beam family home, with his wife Sandy and teenage son Frederick Booker Noe IV.

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