

# JIM BEAM® BOURBON

## BRAND HERITAGE

When Jacob Beam moved to Kentucky and sold his first barrel of bourbon in 1795, he had no way of knowing that he was laying the foundation for an enduring family business and creating what would become the world's best-selling bourbon.

Jacob passed on his expertise to his son, David Beam, who joined the business in 1820 and helped increase distilling capacity. David's son, David M., joined the family business in 1850 and moved operations to Nelson County.

In 1880, James Beauregard ("Jim") Beam, David M.'s son, entered the family business. Known as the namesake behind Jim Beam® bourbon, Jim is also responsible for re-establishing his family's distilling operation at the age of 70 following the repeal of Prohibition in 1933. In 120 days, Jim rebuilt the distillery in Clermont, near his Bardstown home.

Jim's son, T. Jeremiah Beam, became master distiller in 1947. It was Jeremiah who taught Booker Noe, grandson of Jim Beam, everything he knew about bourbon. In 1960, Booker earned the title of Master Distiller. Booker upheld the family's tradition and commitment to quality until his passing in February 2004. His son, Fredrick Booker Noe III, is the seventh generation to carry on the family tradition as bourbon ambassador for Jim Beam and The Small Batch Bourbon Collection® including Knob Creek® and Booker's® bourbons. Fred travels the world sharing his knowledge and teaching consumers how to enjoy his family's bourbons.

## BRAND ATTRIBUTES

- Aged four years and bottled at 80 proof
- True to its original recipe for more than 200 years
- Only American whiskey made the same way, by the same family since 1795
- Jim Beam Black® which is made from the same Beam family recipe, aged eight years and bottled at 86 proof
- Portfolio also includes Jim Beam® Rye, Beam's Choice® and Jim Beam® 7-Year

## ADDITIONAL INFORMATION

- Reached historic milestone by filling of its 10 millionth barrel of bourbon in 2005
- The recipe for Jim Beam remains true to the first barrel produced by Jacob Beam in 1795 — around the time the Constitution was written; the Constitution has been amended several times, but the Jim Beam recipe remains true to its original form
- Today, the hand-written recipe for Jim Beam is stored in a vault in a secret location.

## ACCOLADES

Best-selling bourbon whiskey in the world

Best-selling spirit in Australia

Ranked #13 among the top 100 premium spirits in the world

Comeback Brand, Adams Growth Brand Award 2004

### Jim Beam Black® Bourbon

Highest Rated Whiskey, Beverage Testing Institute, Chicago, IL 2006

Superb (90-95)/Highly Recommended, Top 60 Spirits of 2003, American Whiskey Category, Wine Enthusiast



## CONSUMPTION & MIXING TRENDS

Enjoy Jim Beam on the rocks, with water, neat, mixed with ginger ale or cola or in your favorite classic cocktail.

### RECIPES

#### Jim Beam® & Sour

2 parts Jim Beam® Bourbon  
1 part lemon juice  
Splash of lemon-lime soda  
Dash of granulated sugar  
1 lemon slice  
1 cherry  
Sweet & sour mix

Mix bourbon with lemon juice, sugar and ice in a cocktail shaker. Shake well and strain into a whiskey sour glass. Garnish the glass with a lemon slice and a cherry or combine bourbon with a favorite sweet & sour mix.

#### Jim Beam® Mint Julep

1 part Jim Beam® Bourbon  
Pinch of granulated sugar  
Splash of water  
Finely crushed ice  
Fresh mint

In a Collins glass, dissolve the sugar in a splash of water. Fill the glass with crushed ice and add the bourbon. Stir contents until the glass becomes frosty, adding more ice if necessary. (Don't hold the glass in your hand while stirring.) Garnish the glass with sprigs of mint.

#### Jim Beam Black® Manhattan

2 parts Jim Beam Black® Bourbon  
1 part sweet vermouth  
Splash of grenadine  
1 cherry

Combine and stir the bourbon, sweet vermouth and ice. Serve in a rocks glass over ice or strain and pour in a cocktail glass. Garnish with a cherry.

#### Jim Beam Black® Old Fashioned

1½ parts Jim Beam Black® Bourbon  
½ tsp sugar  
2 dashes bitters  
Cherry  
Orange slice  
Lemon wedge

In an old-fashioned glass, place ½ tsp sugar and 2 dashes bitters dissolved in water. Fill with ice. Pour the bourbon and garnish with a cherry, orange slice and lemon wedge.