

JACK DANIEL'S[®]



No. 27

GOLD

DOUBLE BARRELED

**Tennessee
WHISKEY**

MASTERY.
CRAFTSMANSHIP.
DETAIL.



DOUBLE BARRELED. DOUBLE MELLOWED.

Jack Daniel's No. 27 Gold Tennessee Whiskey is a luxury expression of the processes that have made Jack Daniel's Old No.7 one of the world's finest and most beloved whiskeys.



THE PRODUCT

Jack Daniel's No. 27 Gold Tennessee Whiskey is a luxury expression of Jack Daniel's Old No. 7 Tennessee Whiskey.

It was conceived and is crafted to offer Jack Daniel's aficionados and luxury consumers an ultra-smooth expression of our whiskey.

It is a twice barreled, twice mellowed expression of our Old No. 7 whiskey and part of its name, "27," celebrates the twice barreled, twice mellowing process where maple barrels impart a rich, smooth and luxurious whiskey experience.



THE PRODUCT

PRODUCTION PROCESS OVERVIEW:

Jack Daniel's Tennessee Whiskey is charcoal mellowed and matured in new, American White Oak barrels. Once these whiskey barrels are determined to be fully matured, they are removed from the barrelhouse, and placed into special Maplewood barrels. These Maplewood barrels are produced by a special heavy toasting process which brings sugars in the wood forward to the interior of the staves adding a special character to the whiskey.

The Maplewood barrels are returned to the barrelhouse for further maturation. The whiskey extracts a unique character from these special Maplewood barrels, allowing the flavors to mingle and mature together.

When The Master Distiller has determined that a proper balance is achieved, the Maplewood barrels are taken from the barrelhouse and the whiskey is then charcoal mellowed for a second time just before being bottled at 40% ABV.



THE CUSTOMER

The target consumer for Jack Daniel's No. 27 Gold is a 30-45 year-old male global luxury consumer. He is highly educated, enjoys high socioeconomic status, and is in the process of ascending his social and professional ladder.

“Mastering the rules” and “playing the game” better than others are important to him. Luxury goods are his way of life. They are a means to tangibly demonstrate to others his sense of taste, and reflect his continued success in mastering his surroundings.

Because he wants to achieve high levels of status, he highly values experiences that put him in a distinguished position.

