

Brown-Forman TR & Gebr. Heinemann partner to launch GTR exclusive



A global rollout of Jack Daniel's Tennessee Travelers will take place this fall (exclusively in travel retail); the product offering includes "Sweet and Oaky" and "Bold and Spicy"

In the spirit of Mr. Jack Daniel's vision and the current travel bug shared across the globe, Brown-Forman has developed Jack Daniel's Tennessee Travelers, especially for global travel retail and is launching exclusively with Gebr. Heinemann. The exclusive will begin appearing on shelves around the world this fall.

This unique series has been created for whiskey drinkers who are searching for adventure in flavor, as well as on the road or in the air. Tennessee Travelers "Sweet and Oaky" showcases the flavors of caramel, vanilla and toasted oak that come from our hand-crafted barrels, while Tennessee Travelers "Bold and Spicy" heroes the world of flavor derived from the grains, with notes of caramel, dry baking spices and a peppery finish.

According to Chris Fletcher, Master Distiller at Jack Daniel's Tennessee Whiskey, this series is a fitting tribute to the founder's desire to provide spirit lovers around the world the opportunity to experience his offering.

"The demands of his home life and the operations of his distillery never allowed Mr. Jack [Daniel] to venture far from Lynchburg, Tennessee. However, the founder did have wide-ranging aspirations for 1

his whiskey and a deep curiosity about other parts of the world. He attempted to satisfy both by visiting the 1904 World's Fair in St. Louis where he entered his whiskey in its first international competition. He walked away with first place and confirmation that there was a thirst for his whiskey beyond the boundaries of its distribution.

"We believe that Tennessee Travelers pays homage to Mr. Jack's insight and his desire for people across the globe to enjoy his whiskey. I am humbled to have played a part in its creation," says Fletcher.

"As an authentic and successful brand with a loyal following, our experience shows that innovation from Jack Daniel's is always highly anticipated. We believe that Tennessee Travelers, given its true exclusivity, story and authentic craftsmanship, will have a special resonance with the global traveler and will offer spirits consumers around the globe a new flavor journey to discover, as the world starts to open up again," adds Aude Bourdier, VP Managing Director, Global Travel Retail at Brown Forman.

"We are pleased to be the first partner to launch Jack Daniel's Tennessee Travelers in travel retail. At Gebr. Heinemann we continuously strive to offer our customers superior shopping experiences and premium, exclusive products that they can only find in our stores.

"Tennessee Travelers represents a perfect fit for travel retail, as it is appealing to whiskey lovers and passionate travelers alike, thus attracting not only existing spirits fans, but also enticing new shoppers to explore the category," comments Ruediger Stelkens, Director Purchasing Liquor, Tobacco and Confectionery at Gebr. Heinemann.