



SERIOUS MUSICIANS know what it means to work hard and practice long hours. Because to be the best, they have to dedicate themselves to excellence.

At Jack Daniel's, we believe the same thing holds true when it comes to making fine whiskey. That's why we still take the extra time to charcoal mellow our whiskey the slow, old Tennessee way—drop by drop. You see, we think a little bit of extra effort can make a big difference. That's what you hear when a great musician plays. And, we feel, that's what you'll taste when you give our rare, sippin' smooth whiskey a try.



It takes time to be the best. Jack Daniel's.