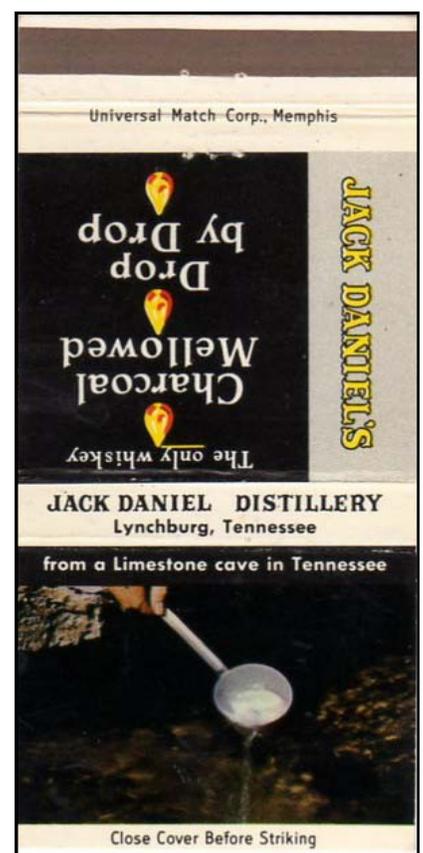
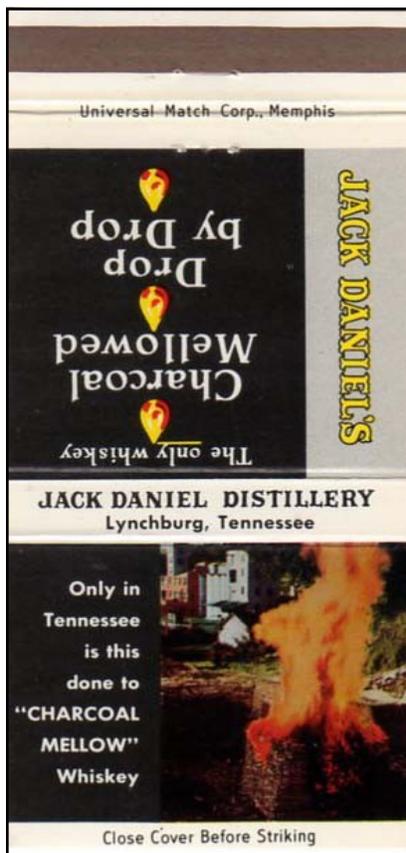


Nothin' a Little Jack Daniels Won't Cure!

by
Mike Prero

Yep! That's what my daddy always said. Not that he was a hard drinker, you understand. In fact, he



never imbibed at all...except when he was sick. Then, out came the Jack Daniels! Toothache, cold, fever—didn't matter. Dad would take two shots of JD before he went to bed. It put him to sleep and made him sweat. He'd wake up in the morning—just fine. So, even though I'm more of a Shirley Temple man, myself, the name "Jack Daniels" means something to me. And, it means a lot in a number of other ways. Just take a look...

The Jack Daniel Distillery is the oldest registered distillery in the country and is a National Historic Site. Licensed in 1866, the distillery continues to craft its old-time Tennessee sipping whiskey the way Mr. Jack did back in 1866 and remains true to its founder's straightforward motto: "Each day we make it, we will make it the best we can." Jack Daniels discovered pure spring water in a nearby limestone cave. The Cave Spring is the reason why the Jack Daniel Distillery settled in the Hollow in Lynchburg, TN. And it's the reason the Jack Daniel Distillery is still here more than a century later. Mr. Jack understood that the cool limestone spring water was perfect for making his Tennessee Whiskey. For one thing, it's 100 percent iron-free (iron interferes with the taste of good whiskey).

[Now, ya'll don't try this at home, ya hear?]

Did you know that charcoal was required to make JD? Well..the distillery makes its own special charcoal required for the mellowing process. Jack Daniel's Tennessee Whiskey begins with mixing corn, rye, and barley malt -- according to Mr. Jack's century-old recipe. Water from the Cave Spring is added to form a fermentable mixture called "mash." Once mixed, the mash is cooked and then allowed to ferment in huge vats with yeast from a previous batch. This is where the term "Sour Mash" comes from. The fermented mash is distilled in 100-foot (about 30 meters) copper stills. Copper is more expensive, but it produces finer whiskey. The new whiskey that flows from the still is a crystal clear 140 proof spirit. It's aging the whiskey in charred oak barrels that gives it its color. Up to that point, the process for making Jack Daniel's Tennessee Whiskey is pretty much the same as for making Bourbon. But, here's where the unique charcoal mellowing process makes the great difference, and the United States federal government agrees. That's why they have placed Jack Daniel's in a special category -- Tennessee Whiskey -- apart from Bourbon, Canadian, Rye and the rest.

After charcoal mellowing, whiskey is lowered to 110 proof and placed into new, charred, white oak barrels for aging. As passing seasons cause temperatures to change, the barrels expand and contract, forcing the whiskey in and out of the wood. This is how Jack Daniel's gets its dark amber color. Our expert tasters determine when the whiskey has reached maturity and is ready to be bottled.

The distillery has remained true to Jack Daniel's original recipe and charcoal-mellowed character. which means folks today taste the same sipping whiskey awarded seven international gold medals, including the one collected by Mr. Jack Daniel himself in 1904 at the St. Louis Exposition and World's Fair. It was honored then as "the world's best whiskey." The black and white label on Jack Daniel's Old No. 7 is much like the whiskey itself in that it has not changed since Jack Daniel registered his distillery in 1866.

Today, available in more than 130 countries, Jack Daniel's Old No. 7 continues to be one of the most popular whiskeys in the world.

And, there are covers, as any "Drinks" collector will attest to. I ran across this nice color 30-strike set, myself, and I know that I have seen Jack Daniels 20-strikes over the years, but I didn't happen to have any on hand at the time of this writing. I don't collect any Drink covers except Soda, but I'm always open to learn more History....

[Info courtesy of: <http://www.jackdaniels.com/homepage/homepage.asp>]