



Manitoba Liquor Control Commission

News Release

For Release: April 9, 2009

JACK DANIEL'S SINGLE BARREL NOW AVAILABLE AT LIQUOR MARTS

For the first time in Manitoba, Liquor Mart customers have the opportunity to purchase a bottle from a specially chosen barrel of Jack Daniel's Single Barrel.

Jack Daniel's Single Barrel is hand-crafted from one barrel which renders approximately 240 – 750 ml bottles. Each bottle's neck is hand labeled with the barrel number, the date of bottling and is adorned with a customized medallion. Each Single Barrel is unique in that it develops its own personality due to its oak barrel and location in the warehouse at the Jack Daniel's distillery in Lynchburg, Tennessee.

The barrel that was chosen by MLCC's specialty tasting panel was selected for its great colour and spicy taste. The original empty barrel is on display at the Grant Park Liquor Mart, but customers across Manitoba will have the opportunity to purchase a 750 ml bottle from the barrel at their local Liquor Mart.

To commemorate this unique purchase, a wooden brick bearing the name and logo of the MLCC will be placed on a wall at the Jack Daniel's distillery leaving a permanent mark of the Canadian prairies in Tennessee.

Jack Daniel's Single Barrel is available in Liquor Marts throughout the province for \$50.99 (750 ml), while supplies last.