

3.6875"

RELEASE
CONFIRMATION

14.875"

3.6875"

3.75"

3.75"

3.6875"

★Come as a Friend★
LEAVE AS FAMILY

MEET THE BÖHMS

In 1787, Jacob Böhm arrived in the lush bluegrass hills of Kentucky armed only with a copper pot still, a good knowledge of farming and distilling, and one heck of a work ethic. Later, he changed the family name to Beam, and an American dynasty had begun.

Over more than 200 years, through the Civil War, Industrial Revolution, two World Wars and Prohibition, the Beam family has stayed true to their bourbon and to each other. The men on the side of the bottle shepherded their family whiskey, against all odds until it became the world's best selling bourbon.

Worldwide, no spirits family can claim the sustained and profound impact upon their industry that the Beams can with bourbon whiskey.

Savor the aroma and history of Warehouse D, one of more than 23 Jim Beam rack houses.

Feel like a distilled corn spirit rising up in the Stillelevator.

Jim Beam's great-grandson, Fred Noe examines one of thousands of barrels of patiently aging Jim Beam.

From grain to barrel to bottle, see the whole bourbon-making process.

SEE WHAT MAKES US THE
WORLD'S FINEST BOURBON

Creating the world's number one bourbon doesn't happen overnight. It requires hard work, stubborn determination and seven generations of bold choices. And it's worth every drop. Come see for yourself.

BRING A LITTLE SOMETHING
FROM OUR HOME TO YOURS

Inside the Jim Beam® American Stillhouse, you'll find loads of stuff you can't get anywhere else—Jim Beam apparel and merchandise, handmade Kentucky crafts, and our world famous bourbon candy. We look forward to your visit here in the rolling hills of Kentucky—home to a true American original.

A statue of former Master Distiller, Booker Noe, with his dog Dot.

8.5"

PRO%F™
BEAM GLOBAL DESIGN

DATE CREATED

08/14/12

DOCUMENT NAME

5012_JB_ASH_OffsiteBrochure_Inside_R04.ai

COLORS

PROOF VERSION

CMYK ROUND 4

PROJECT NO: 5012 PROJECT: JB ASH Distillery JOB: Offsite Brochure CLIENT CONTACT: SD/AM OPERATOR: EB
TRIM: 14.875"(w) x 8.5"(h) LIVE/TYPE AREA 14.625"(w) x 8.25"(h) BLEED: 15.125"(w) x 8.75"(h) FILE BUILT AT: 100% PROOF SIZE: 78%

orange
keyline
indicates
bleed -
DO NOT
PRINT!

magenta
keyline
indicates
live text
area -
DO NOT
PRINT!

green keyline
indicates
live text
area -
DO NOT
PRINT!

cyan keyline
indicates
folds -
DO NOT
PRINT!



X

X

APPROVALS

CREATIVE

ACCOUNT

PRODUCTION

PROOF READER

CLIENT

DATE

RELEASE
CONFIRMATION