

# Jack Daniel's Tennessee Apple to launch in global travel retail

By **Jas Ryat** on March, 10 2020 | Spirits & Tobacco



The latest addition to the Jack Daniel's portfolio, Jack Daniel's Tennessee Apple, has officially become a globetrotter as it makes its way to travel retail markets around the world.



Jack Daniel's Tennessee Apple premiered last October in bars, liquor stores and travel retail outlets across the United States. Following the successful launch, the push for a global markets is moving

forward.

“Carrying the Jack Daniel’s name ensures that a product will receive a close look by consumers with an interest in authentic brands with a reputation for the highest quality. American consumers and international visitors gave Jack Daniel’s Tennessee Apple not just a close look but a serious taste test and embraced it to a degree that surpassed even our expectations. Subsequently, the demand for Tennessee Apple has moved on to other international markets and we are taking steps to meet that demand,” explained Aude Bourdier, Vice President and Marketing Director for Brown-Forman Global Travel Retail.

Gebr. Heinemann are the first to list Jack Daniel’s Tennessee Apple through their European retail stores and launching in Sydney in June. During this time Jack Daniel’s Tennessee Apple will also start to role out through various other retail partners in Global Travel Retail. “People who enjoy Jack Apple will find it to be a deliciously smooth and refreshing apple-flavored whiskey that is uniquely Jack,” said Bourdier.

Jack Daniel’s Tennessee Apple is made from Jack Daniel’s Tennessee Whiskey and apple liqueur to deliver the full Jack Daniel’s experience.

“Mr. Jack was known for being an innovator and always exploring how to do things differently, including adding different flavors and ingredients,” said Jack Daniel’s Master Distiller Jeff Arnett. “Tennessee Apple couples the character of our Jack Daniel’s Tennessee Whiskey with the taste of crisp, green apples. It’s like a freshly picked apple in a glass of Jack.”