

Brown-Forman celebrates Sinatra's centennial and more at TFWA WE in Cannes

By **Wendy Morley** on September, 16 2015 | Spirits & Tobacco



Brown-Forman Global Travel Retail will be touting the company's long history as the leader in American Whiskey during the upcoming TFWA World Exhibition in Cannes (October 19 -23, 2015). The company will also be formally introducing its Jack Daniel's Sinatra Century, celebrating the icon's centennial year. Frank Sinatra was born in Hackensack, NJ on December 12, 1915, and his legacy will be a major highlight. There will be a special party celebration for Ol' Blue Eyes on Tuesday, October 20 from 17:00 - 18:00 on the Brown-Forman stand (Green Village, M70).



Commenting on Brown-Forman's North American Whiskey emphasis at TFWA, Marshall Farrer, Managing Director for Global Travel, noted that the veteran spirits producer has been leading the surge in whiskey popularity around the world, led mainly by Jack Daniel's but with a healthy assist from Woodford Reserve.

"When you have a portfolio that has both the world's top-selling whiskey, Jack Daniel's, and America's first bottled bourbon, Old Forester, you proudly make that the emphasis at a global meeting such as TFWA. Add in the authentic craftsmanship and impressive performance of Woodford Reserve and the centennial salute to Frank Sinatra with the launch of Jack Daniel's Sinatra Century and you have an unmatched whiskey presence," Farrer said.

Both Jack Daniel's Tennessee Whiskey and Woodford Reserve are among the top five-selling American whiskeys in global travel retail. "Woodford Reserve is simply exploding within global travel retail whether it be the original Distillers Select or Double Oaked. It truly was the world's first small batch bourbon and has basically set the benchmark for super premium bourbons," Farrer continued.

Jack Daniel's Sinatra Century is a collaboration between the Tennessee Whiskey's Lynchburg Distillery and the Sinatra family to celebrate the day that Frank Sinatra would have turned 100 years old this year. Sinatra Century, at 100 proof, is the Jack Daniel Distillery's second offering to commemorate the special relationship between the two American icons. Jack Daniel's Sinatra Select was introduced globally in 2013. A one-litre bottle of Jack Daniel's Sinatra Century will have a suggested retail price of \$499.99 (USD).

In addition, Brown-Forman will again be hosting Blues Night on Wednesday, October 21 at Morrison's Irish Pub (10, rue Tisseire) sponsored by Southern Comfort Blood Orange.