

# Brown-Forman TR celebrates the Chinese NY with Jack Daniel's gift tin



To ring in the Year of the Ox, Jack Daniel's No.27 Gold tin offers a double-barrelled and double-mellowed expression of its world-renowned Old No.27 Tennessee Whiskey

Brown-Forman Travel Retail has the perfect gift for this month's celebration of the dawning of the Year of the Ox - a special Chinese lantern design Jack Daniel's No.27 Gold gift tin. Available in the travel retail markets of Asia, selected domestic markets in the Asia-Pacific region, as well as Dubai and Abu Dhabi, this special Chinese New Year memento is limited-edition and will serve as a great addition to a Jack Daniels collection set.

Inspired by the art of paper cutting, which originated in China around 6<sup>th</sup> Century A.D., the gift tin features a Chinese lantern design. Red in color, the tin represents good luck, happiness and prosperity and includes unique cut-out patterns of Chinese Zodiac animals. The celebratory tin is highlighted by a symbol of an ox that is gold stamped for visual impact, as is the Jack Daniel's No.27 Gold label and other Chinese language symbols.

Jack Daniel's No.27 Gold is a double-barreled and double-mellowed expression of the world-renowned<sub>1</sub>

Old No. 7 Tennessee Whiskey. After first maturing in charred American white oak barrels, Jack Daniel's No. 27 Gold is then matured in maple barrels to pick up luxurious hints of rich maple before experiencing the mellowing process a second time. The natural amber hue, in addition to a scent of toasted oak and honey, offer an intricate texture and taste.

The Jack Daniel's No. 27 Gold gift tin will be made available in travel retail stores and upscale domestic outlets with a suggested retail price of \$99 USD.