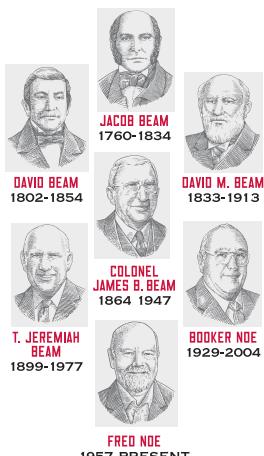


THE WORLD'S No. 1 BOURBON WHISKEY

**SEVEN**  
GENERATIONS OF  
**BEAM FAMILY**  
MASTER DISTILLERS



**IT TAKES A BIG FAMILY  
TO MAKE  
A GREAT BOURBON**

"THE FIRST FAMILY OF BOURBON." THAT NAME WASN'T INHERITED. IT WAS EARNED. OVER THE LAST 225 YEARS, 7 GENERATIONS OF BEAMS WORKED HARD TO CRAFT A BOURBON WE'RE STILL PROUD OF TODAY. BUT OUR BIGGEST REWARD IS SHARING IT WITH YOU—OUR EXTENDED FAMILY.



KENTUCKY STRAIGHT BOURBON  
WHISKEY

**225**  
YEARS OF FAMILY

*James B. Beam*  
NONE GENUINE WITHOUT MY SIGNATURE

DISTILLED BY  
**JAMES B. BEAM DISTILLING CO.**  
BEAM • CLERMONT  
FRANKFORT, KENTUCKY USA

**QUALITY**

*Genuine*  
BEAM BOURBON®

AGED IN THE HEART OF KENTUCKY,  
JIM BEAM® KENTUCKY STRAIGHT  
BOURBON WHISKEY IS MADE FOR THOSE  
WHO TAKE THEIR BOURBON SERIOUSLY.



[www.drinksmart.com](http://www.drinksmart.com)

1 L alc. 40% vol.

Artwork at 100% Size: H127xW184mm

File name: JB225\_1L\_PERSONALISED\_LABEL\_AW02

Colour:            

C M Y K Cutter Digital Metallic Gold  
(convert to CMYK swatch  
if not available)

NOTE:

Mandatory legal information to be adjusted by local markets