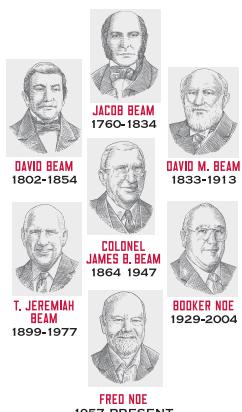


THE WORLD'S No. 1 BOURBON WHISKEY

**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

70cl alc. 40% vol.

Artwork at 100% Size: H116xW168mm

File name: JB225_70CL_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