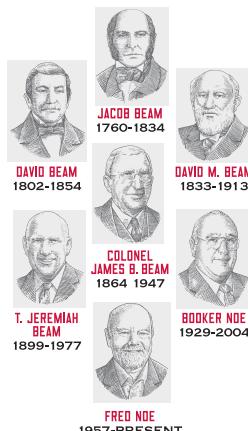


THE WORLD'S No. 1 BOURBON WHISKEY

**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.



*James B. Beam*  
NONE GENUINE WITHOUT MY SIGNATURE

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



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

**1.5L alc. 40% vol.**

Artwork at 100% Size: H127xW213mm

File name: JB225\_1.5L\_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