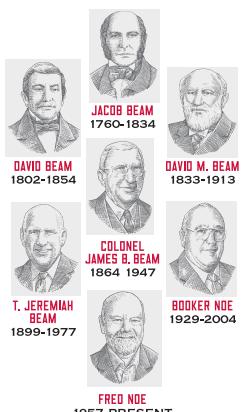


THE WORLD'S No. 1 BOURBON WHISKEY

**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.



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