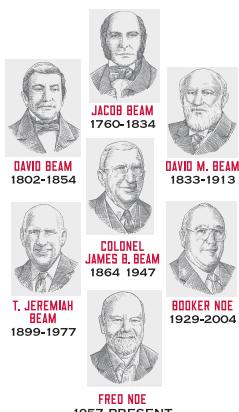


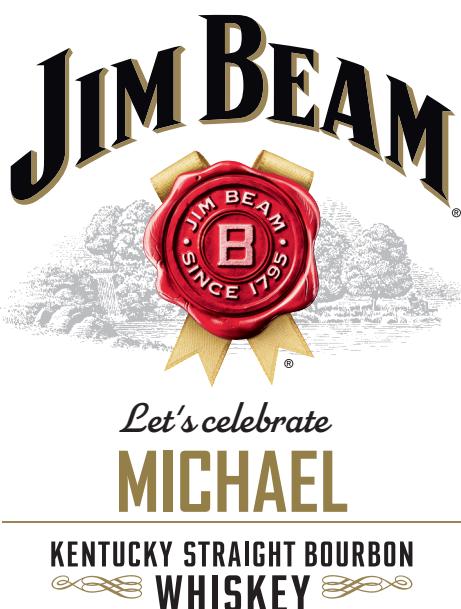
THE WORLD'S No. 1 BOURBON WHISKEY

**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.drinksma...](http://www.drinksma...)

**225**  
YEARS OF FAMILY  
750ml 43% alc.  
PRODUCED IN THE U.S.A. BOTTLED IN SPAIN

Artwork at 100% Size: H116xW168mm

File name: JB225\_75CL\_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