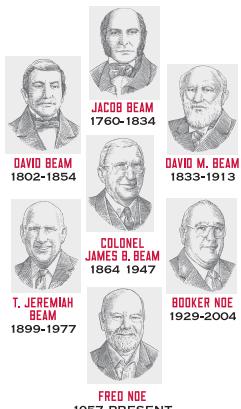


THE WORLD'S No. 1 BOURBON WHISKEY

**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



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