

Jack Daniel's launches Tennessee Blackberry flavours lineup

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The Jack Daniel Distillery announced the launch of Jack Daniel's Tennessee Blackberry, the newest addition to its popular flavours lineup. Bursting with sweet and tangy blackberry notes that complement the bold character of Jack Daniel's Tennessee Whiskey, the release continues the brand's legacy of flavorful spirits rooted in authentic whiskey craftsmanship.

"The smooth, well-rounded finish of our Tennessee Whiskey makes it one of the most versatile expressions to pair with unexpected flavour," said Chris Fletcher, Master Distiller at the Jack Daniel Distillery. "By adding the ripe notes of blackberries, we've created an approachable spirit that's full of character, easy to enjoy with friends and perfect for any season."

Offered at 70 proof (35 per cent abv), Jack Daniel's Tennessee Blackberry begins with the distillery's Old No. 7 Tennessee Whiskey, distilled in Lynchburg from the classic mash bill of 80 per cent corn, 12 per cent malted barley, and 8 per cent rye, mellowed through 10 feet of sugar maple charcoal and matured in new, charred American oak barrels. The resulting signature-smooth whiskey is then infused with a fresh blackberry flavour before being bottled.

The new expression joins Jack Daniel's Tennessee Honey, Tennessee Fire, and Tennessee Apple within the brand's flavour lineup, delivering a bright twist that's perfect for sipping neat, over ice or mixing into a refreshing cocktail.