

# The BOURBON LOVER'S RYE

This was a lofty experiment that worked. The result is a Straight Rye Whiskey made from a 100-percent rye mash bill, secondarily matured in used Uncle Nearest barrels before being bottled at 100-proof. It keeps with our tradition of creating some of the most awarded whiskeys in the world. This is Straight Rye Whiskey, elevated, hitting every mark with its rich flavor profile, incredible balance of spices, and extraordinarily smooth finish.

The nose is bold and decadent with notes of praline, nutmeg, and white pepper. The palate is brimming with light vanilla cream, caramelized sugar, and the unmistakable spice of rye. The finish is long, rich, and well-balanced.

The brand, honoring the first known African American master distiller, launched in 2017 and swiftly rolled out to all 50 states throughout the U.S. and abroad. Our whiskeys are curated by fifth-generation Nearest Green descendant and our Master Blender, Victoria Eady Butler, who has been named Master Blender of the Year four times over.

Uncle Nearest Premium Whiskey has garnered more than 1450 awards and accolades throughout the world since the brand's July 2017 debut, including the coveted Double Gold award at the 2020, 2021, 2022, 2023, and 2024 San Francisco World Spirits Competitions as well as being named Best Tennessee Whiskey. Uncle Nearest has earned 155 Best in Class honors, including Spirit Brand of the Year from Wine Enthusiast, two Chairman's Trophies from Ultimate Spirits Challenge, Whisky of the Year from USA Spirits Ratings, the Master Medal from American Whiskey Masters, and 3x honors of "World's Best" from the World Whiskies Awards.

## THE STORY

Nearest Green, affectionately nicknamed Uncle Nearest by his friends and family in Lynchburg, Tennessee, is the world's first known African American master distiller. Nearest Green is credited with

helping perfect the globally recognized Lincoln County Process, which is the defining distinction between Kentucky Bourbon and Tennessee Whiskey. This unique filtering of whiskey through sugar maple charcoal was named after the county where Nearest lived and made his highly regarded Bourbon.

Nearest Green Distillery is the world's first distillery to commemorate an African American and the #7 most-visited distillery in the world. Dubbed as "Malt Disney World," and named by Travel + Leisure as a "true whiskey destination," the 458-acre property has become known as a full-blown destination for whiskey lovers, history enthusiasts, and families. It is a master class in storytelling and history-making, paying tribute to the three things Tennessee is most known for: Tennessee Whiskey, Tennessee walking horses, and Tennessee music.

To learn more about the story of Nearest Green, explore *Love & Whiskey* by Fawn Weaver, a New York Times Bestseller. This remarkable true story of Jack Daniel, his master distiller Nearest Green and the improbable rise of Uncle Nearest.



# THE WORLD'S MOST AWARDED STRAIGHT BOURBON *and* TENNESSEE WHISKEY *of* 2019, 2020, 2021, 2022, 2023 & 2024

## BEST IN CLASS

*More than 155 awards*



## PLATINUM & DOUBLE PLATINUM

*More than 60 awards*



## DOUBLE GOLD

*More than 175 awards*



## 95+ RATINGS

