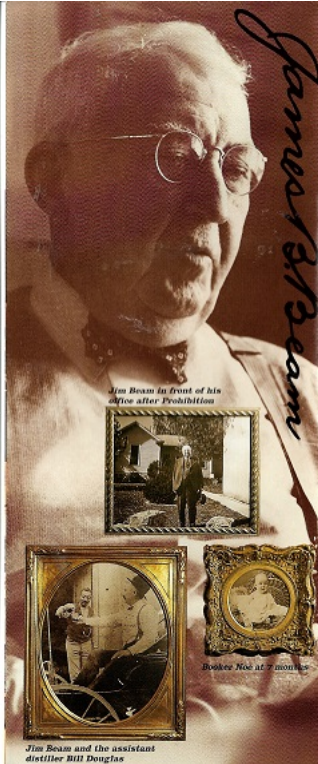


VZPOMÍNKA (53)

CLERMONT, KY., USA

Palírna WHISKY JIM BEAM



*James B. Beam*

Jim Beam in front of his office after Prohibition

Booker Noe at 7 months

Jim Beam and the assistant distiller Bill Douglas



**Jim Beam American Outpost**  
Clermont, Kentucky 40110  
(502) 543-9877

**Hours**  
Weekdays and Saturdays  
9:00 a.m. - 4:30 p.m.  
Sundays  
1:00 p.m. - 4:00 p.m.

**The Jim Beam Nature Preserve**  
Offering picturesque views of the Kentucky River, prairie patches and caves, the Jim Beam Nature Preserve is home to a number of rare species of animal and plant life. The Nature Preserve was created by employees of Jim Beam Brands Co., and volunteers from the Nature Conservancy during the 800th Anniversary year of Jim Beam. Offering specially marked hiking trails such as Jim Beam's Trail and Jacob Beam's Path, the Nature Preserve is open to the public year-round. Free of Charge.

A trip to the Nature Preserve is a fulfilling and scenic addition to your visit to the nearby Jim Beam Distillery. The Jim Beam Nature Preserve is located 50 miles southeast of Louisville just outside of Nicholasville.

**Capture The American Spirit for Yourself — and Get \$1.00 Off.**  
You can get \$1.00 off your purchase of *The American Spirit* video simply by presenting this coupon at the check-out counter when you tour the Jim Beam American Outpost.

**Jim Beam American Outpost**  
Clermont, Kentucky 40110 U.S.A.

Jim Beam® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. (80 Proof).  
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Printed on recycled paper

**VISIT THE**  
**JIM BEAM**  
**AMERICAN OUTPOST**  
and the T. Jeremiah Beam Home



**Jim Beam Distillery**  
Clermont, Kentucky, U.S.A.

## JIM BEAM

### AN UNFORGETTABLE TASTE OF A REAL AMERICAN LEGEND



Booker Noe and Grandfather

Greetings from Clermont, Kentucky. I was born and raised in these parts. So was my grandfather Jim Beam, my great grandfather David Beam, and my great, great, great, grandfather, Jacob Beam. The fact is, there has been a Beam living in these parts for more than 300 years.

I can't imagine living anywhere else. The people, the air, the woods and the streams make this a special area — a place where family comes first, friendships mean something, front porches are wide and comfortable and people take pride in their work.

For more than two centuries, my family has taken pride in making bourbon. We think we do it better than anyone else in the world. We have to — our family's name is on every bottle of Jim Beam Bourbon.

I'd like to invite you to spend some time in Clermont to experience firsthand the craftsmanship that goes into every bottle. Stroll the rolling grounds of the distillery, take in a little history of our company at the Jim Beam American Outpost, and tour my uncle T. Jeremiah Beam's house.

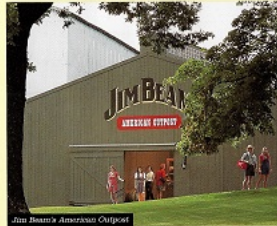
Come on over and enjoy the hospitality of small town living and the easy rhythm of Kentucky life.

*Booker Noe*

F. Booker Noe  
Sixth Generation Master Distiller  
Chairman of Jim Beam



T. Jeremiah Beam House



Jim Beam's American Outpost



The Outpost



Jacob Beam  
Founder



David Beam  
Son of Jacob



T. Jeremiah Beam  
Son of David



James B. Beam  
Son of David M.



John S. Beam  
Son of John S.



T. Jeremiah Beam  
Descendant of James B.

### WITNESS THE ART OF THE MASTER DISTILLER AND LET THE AMERICAN SPIRIT CAPTURE YOU.

A visit to the Jim Beam American Outpost offers a rare opportunity to walk through the bourbon-making process from start to finish, gaining insight into the centuries' old, master distiller's art. The American Spirit, a film shown at the Outpost theater and narrated by sixth generation master distiller Booker Noe, captures the essence of the Jim Beam Bourbon mystique and colorfully details the history of the legendary Beam family. A wonderful blend of American history and bourbon lore, the Jim Beam American Outpost is as unique as the family and bourbon it represents.



Ingredients exhibit



Barreling and aging exhibit



Jim Beam distilling and history exhibit





*Oldest still in the U.S.*

#### America's Oldest Still

An irreplaceable piece of genuine Americana — an authentic moonshine still — can be found right behind the Jim Beam American Outpost. Preserved in its original condition, the still is believed to be the oldest in America, predating the one on display at the Smithsonian Institute. A true work of art, and a symbol of American ingenuity, this one-of-a-kind artifact can only be found on the Jim Beam Distillery grounds.



*Hartmann Cooperage Museum*



*The Store*

#### The Art of Barrel Making

Bourbon is aged in new, charred, white oak barrels, just as it has been for centuries. The art of barrel making is on display at the Hartmann Cooperage Museum, located just steps from the Outpost. Visitors to the museum will gain an understanding of how coopers — barrel makers — developed and refined their craft. The Hartmann Cooperage Museum is an authentic recreation of an 1800's barrel making shop.

#### Always Something Special In Store

A trip to Jim Beam is not complete unless it includes a stop at the Outpost's gift shop where everyone is greeted with a friendly wave, a smile and some world famous bourbon candy. Jim Beam collectibles, souvenirs and apparel, as well as a fine selection of gourmet delicacies are all available at the Store. Make sure to stop by the Outpost Store during your visit to the Distillery grounds.



*Family History room*

#### T. Jeremiah Beam Home

Listed in the National Register of Historic Places the T. Jeremiah Beam Home has been carefully renovated to preserve the style of a bygone era. Built in 1911, the home was the residence of Jim Beam's son T. Jeremiah, who lived on the grounds when the distillery was rebuilt immediately following the end of Prohibition. Visitors will enjoy the home's comfortable elegance and spirit of classic refinement. The home's family history room offers rare family photographs and memorabilia, while the restored tasting parlor creates a warm and absorbing mood.



*T. Jeremiah Beam's tasting parlor*