

HOUSE JOINT RESOLUTION 711

By Alexander

A RESOLUTION to commemorate the 150<sup>th</sup> anniversary of Jack Daniel Distillery.

WHEREAS, this General Assembly takes great pleasure in commemorating a significant milestone in the history of a Tennessee product that is recognized and sold around the globe, namely Jack Daniel's whiskey; and

WHEREAS, in the year 2016, the Jack Daniel Distillery marks its 150<sup>th</sup> anniversary as "America's Oldest Registered Distillery"; and

WHEREAS, the story of the world famous distillery and the source of its Tennessee Whiskey all flow from the Cave Spring Hollow in Lynchburg, Tennessee; and

WHEREAS, Jasper Newton "Jack" Daniel was the first in line to register his still after the Civil War, making Jack Daniel America's Oldest Registered Distillery today; and

WHEREAS, as a young man, Jack Daniel followed the Lincoln County Process and charcoal mellowed his whiskey drop by drop through ten feet of sugar maple charcoal, just as it's done today; and

WHEREAS, through the years, Jack Daniel painstakingly grew his distillery and introduced his whiskey to the world at the 1904 St. Louis World's Fair and Exposition, where it won out over international competition to earn its first of seven gold medals; and

WHEREAS, from fires to wars to state and national prohibition, the distillery survived and continued on because of the efforts of Jack's nephew, Lem Motlow, the distinguished proprietor of the distillery and a former member of the Tennessee General Assembly; and

WHEREAS, following the end of Tennessee prohibition, Lem Motlow began making whiskey again in the Cave Spring Hollow in 1938 and started right where his Uncle Jack left off: using the highest quality ingredients and iron-free Cave Spring water, charcoal mellowing drop

by drop, maturing in white oak barrels through the Tennessee seasons, and only bottling the whiskey when the tasters said it was ready; and

WHEREAS, today, Jack Daniel's Old No. 7 Tennessee Whiskey is the top-selling whiskey label in the world and enjoyed in more than 165 countries; and

WHEREAS, more than 270,000 visitors per year make the trek to Lynchburg, Tennessee, a small town with one stop light in the second smallest county in our State, where every drop of Jack Daniel's is still made at the very spot where Jack founded his distillery; and

WHEREAS, to meet the world's thirst for its premium and crafted Tennessee Whiskey, the distillery, through its parent company, the Brown-Forman Corporation, has invested more than \$240 million in just the last three years to expand its facilities, while bringing its total workforce to more than 600 Tennesseans; and

WHEREAS, Jack Daniel's is a top-ten export for the great State of Tennessee, with the distillery shipping more than thirteen million cases annually in the U.S. and around the world; and

WHEREAS, in an ever-changing world, one thing has remained constant over the last 150 years – the quality and character of the Jack Daniel's whiskey that flows from Lynchburg, Tennessee; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED NINTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that in honor of its 150<sup>th</sup> anniversary, this body commends and acknowledges the significant contributions of the Jack Daniel Distillery to our State and nation.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.