



Quench

The Angel's Share by Scott Baker

I do not remember my first Jack Daniels. What I do remember are the countless nights spent with good mates simply savouring the moment, Jack & coke in hand, winding down from the throngs of everyday life and appreciating what you have. I am bias, and I make no excuses because I am proud of the fact that at this very moment I have an ice cold glass of Jack & coke within arms reach.

Tapping into a bottle of Jack has been both the beginning and the end of many a memorable evening for me and it is with a hint of pride that I find myself writing this article.

This is not a review by the way, if you have never tasted Jack Daniels before then I suggest you go and buy a bottle. If you pick it up for less than \$40 you are ahead already and do not forget the coke. Then call a few of your best mates and get them over, be sure to tell one of them to pick up a bag of ice.

This article is in fact more of a testimony from a loyal drinker who can indeed state that "Jack lives here" (the marketing slogan of this American staple) and he is not looking to move out any time soon.

Jack Daniel's is a Whiskey, a "Tennessee Sippin' Whiskey" as they call it. Now the distinction between Bourbon and Whiskey is one that is not widely known despite the popularity of the two spirits. And although they often compete for first pouring rights in venues around the country, Jack Daniels is to Bourbon, what Lexus is to Toyota: an affornda



ble luxury export spawned from the refinement of a credible product that is not really in the same market (That is going to upset some people).

Jack Daniel's is the product of a filtering process in which Bourbon is slowly filtered through charcoal, which mellows out the Bourbon and gives us Tennessee Whiskey with its distinctive character. The process takes ten days and yet despite this lengthy and costly wait Jack's original recipe and style, which he perfected in 1866, remains unchanged to this day.

Jack Daniels is a piece of history that has been around as long as the silver coins we use today and almost half as old as English settlement of Australia. Yet unlike the English settlement of Australia so many years ago, it is tradition and not change that distinguishes Jack Daniels from its competitors and secures its place and popularity in the international spirit market.

Not much has changed at the distillery in Lynchburg, Tennessee with a population of 361. The ricks of sugar maple, which comes from local trees, are still charcoaled on grounds at BBQ Hill before being tightly packed 10feet high and having bourbon filtered through them. This style of filtering is a lengthy and expensive process during which the bourbon absorbs the essence of the charcoal and gives up its own impurities, leaving a mellow "Sippin' Whiskey".

By the way, I am not drunk. Some of you may have already picked up a spelling mistake above, but things are not as they appear. "Whiskey" can actually be spelt "Whisky" and both are correct.

Another fun fact is the concept of the Angel's share. This is the endearing term given to the portion of alcohol that is "lost" during storage as the barrels breath. Between 8 and 30% could be lost to evaporation depending on the age of the Whiskey.



Australia's most popular spirit, Bundaberg Rum, has created a new product to complement its extensive range of rum products for all occasions.

Crafted from 100 years of know-how and expertise, Bundaberg Distiller's No.3 is a triple filtered, double distilled blend of the finest Bundaberg Rum.

It delivers a unique taste which is both light and smooth, with a silky finish.

It is not only a drink to share with your mates. Bundaberg Distiller's No.3 is also ideal for a quiet drink after dinner or a night out when only a real reward will do.

Bundaberg Distiller's No.3 and the new look Bundaberg Rum are available now.

I highly recommend the Jack Daniels website too. To be honest I had not visited it up until conducting research for this article and was pleasantly surprised by the endless features, facts and history. You can take self-guided virtual tours of the distillery grounds with commentary from your choice of real life tour guides and staff from the home of Jack Daniels, you can pan through picturesque and seamless 360 degree images of the buildings and grounds from your home or office and learn more interesting facts and history.