

Jack Daniels Spirit Of Tennessee Cookbook Tolley Lynne Cooking Region

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Moonshine

Blood and Whiskey

“Olmsted makes you insanely hungry and steaming mad--a must-read for anyone who cares deeply about the safety of our food and the welfare of our planet.” —Steven Raichlen, author of the Barbecue! Bible series “The world is full of delicious, lovingly crafted foods that embody the terrain, weather, and culture of their origins. Unfortunately, it’s also full of brazen impostors. In this entertaining and important book, Olmsted helps us fall in love with the real stuff and steer clear of the fraudsters.” —Kirk Kardashian, author of Milk Money: Cash, Cows, and the Death of the American Dairy Farm You’ve seen the headlines: Parmesan cheese made from wood pulp. Lobster rolls containing no lobster at all. Extra-virgin olive oil that isn’t. So many fake foods are in our supermarkets, our restaurants, and our kitchen cabinets that it’s hard to know what we’re eating anymore. In Real Food / Fake Food, award-winning journalist Larry Olmsted convinces us why real food matters and empowers consumers to make smarter choices. Olmsted brings readers into the unregulated food industry, revealing the shocking deception that extends from high-end foods like olive oil, wine, and Kobe beef to everyday staples such as coffee, honey, juice, and cheese. It’s a massive bait and switch in which counterfeiting is rampant and in which the consumer ultimately pays the price. But Olmsted does more than show us what foods to avoid. A bona fide gourmand, he travels to the sources of the real stuff to help us recognize what to look for, eat, and savor: genuine Parmigiano-Reggiano from Italy, fresh-caught grouper from Florida, authentic port from Portugal. Real foods that are grown, raised, produced, and prepared with care by masters of their craft. Part cautionary tale, part culinary crusade, Real Food / Fake Food is

addictively readable, mouthwateringly enjoyable, and utterly relevant.

Whiskey and Spirits For Dummies

Would you like to better appreciate fine distilled spirits? *Whiskey & Spirits For Dummies* is your complete guide to selecting and enjoying this family of noble beverages, flavor by flavor. From whiskey, rum, and brandy to vodka, gin, and cordials, this handy reference traces the history of distilled spirits, explains how they are made, and shows you how to evaluate, serve, and savor them. Ever wonder why the Irish spell it “whiskey” and the Scottish “whisky”? This friendly book tells you as it reveals where the first whiskeys — or “dark” spirits — originated and how they came to the United States. It also explores the origins of clear spirits and the different varieties of each. You’ll compare American and European vodkas, see how to make the new and improved all-purpose Martini, and follow the spread of flavored rums across the globe. A slew of sidebars give you fascinating tidbits of information about these spirits. You’ll also discover how to: Become a sophisticated taster Shop for the best spirits Select the right mixers Use spirits in cooking Make ten classic cocktails Choose and taste cordials and liqueurs Know the nutrients in one serving of each type of distilled spirit Present spirits to guests Set up tasting events at home This thorough guide also features recipes for cooking with spirits, offering menu choices such as entrees, vegetables, and desserts that all include at least one type of spirit. Complete with an appendix of craft distillers across the United States, *Whiskey & Spirits For Dummies* will give you the knowledge and hands-on guidance you need to become a connoisseur of such greats as fine Scotch, Bourbon, and Cognac in no time!

Jack Daniel's Legacy

A New York Times Bestseller! One woman undertakes a worldwide search to learn the secrets of a great marriage—and finds one foundational truth that could change everything. Fawn Weaver was a happily married woman running a successful business—and then something happened. Maybe it was divorce rate reports on the evening news, *The Real Housewives of Orange County*, or any daytime talk show where husbands and wives dramatically reveal their betrayals. Everywhere she looked, Fawn saw negative portrayals of marriage dominating the airwaves and dooming everyone to failure. Looking at Keith, the love of her life, she knew that wasn’t true. She was determined to find and connect with women just like her—happy and optimistic about marriage, deeply in love with her spouse, and committed to building a strong marriage that stands the test of time. On a whim, she started the blog HappyWivesClub.com and sent the link to a few of new friends. What started as a casual invitation to five women exploded into an international online club with 150,000 members in more than 100 countries. Happy Wives Club is Fawn’s journey across the world to meet her friends and discover what makes their marriages great. Join her on this exciting, exotic trip across six continents and through more than eighteen cities. Walk the streets of Mauritius, the historic ruins in Italy, and the vistas of New Zealand and Australia. Go from Cape Town to London,

Manila to Buenos Aires, Winnipeg to Zagreb. Along the way, you will meet everyday women whose marriage secrets span cultures. You will hear their stories, witness their love, and be inspired by the proof that happy, healthy marriages do exist—and yours can be one of them! It turns out great marriages are all around us—when we look for them. Go on a trip with Fawn and learn the best marriage secrets the world has to offer.

Whiskey Women

On May 4, 1964, Congress designated bourbon as a distinctive product of the United States, and it remains the only spirit produced in this country to enjoy such protection. Its history stretches back almost to the founding of the nation and includes many colorful characters, both well known and obscure, from the hatchet-wielding prohibitionist Carry Nation to George Garvin Brown, who in 1872 created Old Forester, the first bourbon to be sold only by the bottle. Although obscured by myth, the history of bourbon reflects the history of our nation. Historian Michael R. Veach reveals the true story of bourbon in *Kentucky Bourbon Whiskey*. Starting with the Whiskey Rebellion of the 1790s, he traces the history of this unique beverage through the Industrial Revolution, the Civil War, Prohibition, the Great Depression, and up to the present. Veach explores aspects of bourbon that have been ignored by others, including the technology behind its production, the effects of the Pure Food and Drug Act, and how Prohibition contributed to the Great Depression. The myths surrounding bourbon are legion, but Veach separates fact from legend. While the true origin of the spirit may never be known for certain, he proposes a compelling new theory. With the explosion of super-premium bourbons and craft distilleries and the establishment of the Kentucky Bourbon Trail, interest in bourbon has never been higher. Veach shines a light on its pivotal place in our national heritage, presenting the most complete and wide-ranging history of bourbon available.

Real Food/Fake Food

The first-ever biography of the man who created America's most famous whiskey Born in Lynchburg, Tennessee, in 1850, Jack Daniel became a legendary moonshiner at age 15 before launching a legitimate distillery ten years later. By the time he died in 1911, he was an American legend-and his Old No. 7 Tennessee sipping whiskey was an international sensation, the winner of gold medals at the St. Louis World's Fair and the Liege International Exposition in Belgium. *Blood and Whiskey* captures Daniel's indomitable rise in the rough-edged world of the nineteenth-century whiskey trade-and shows how his commitment to quality (his whiskey was always charcoal-filtered) and his flair for marketing and packaging (he launched his distinctive square bottle in 189-5) helped create one of America's most venerable and recognizable brands. Peter Krass (Hanover, NH) is the author of *Carnegie* (0-471-46883-5), cited by Barron's as the "definitive" biography and selected by Library Journal as one of the best biography/business books of 2002.

Marketing Excellence 3

A captivating narrative history that traces liquor, beer, and wine drinking in the American South, including 40 cocktail recipes. Ask almost anyone to name a uniquely Southern drink, and bourbon and mint juleps--perhaps moonshine--are about the only beverages that come up. But what about rye whiskey, Madeira wine, and fine imported Cognac? Or peach brandy, applejack, and lager beer? At various times in the past, these drinks were as likely to be found at the Southern bar as barrel-aged bourbon and raw corn likker. The image of genteel planters in white suits sipping mint juleps on the veranda is a myth that never was--the true picture is far more complex and fascinating. *Southern Spirits* is the first book to tell the full story of liquor, beer, and wine in the American South. This story is deeply intertwined with the region, from the period when British colonists found themselves stranded in a new world without their native beer, to the 21st century, when classic spirits and cocktails of the pre-Prohibition South have come back into vogue. Along the way, the book challenges the stereotypes of Southern drinking culture, including the ubiquity of bourbon and the geographic definition of the South itself, and reveals how that culture has shaped the South and America as a whole.

Whiskey Cocktails

One unforgettable Christmas, young Truman Capote is sent from his childhood home and his beloved cousin Miss Sook to New Orleans, to a father he's never met. Far from the warmth and familiarity of small town dreams and family traditions, Truman learns the painful truths about his father, about Santa Claus, and about love lost and found.

Jack Daniel's Old Time Barbecue Cookbook

There is no right or wrong way to drink bourbon—in a cocktail, straight up, on the rocks, or with a splash of soda. You will never know which is your way until you try them all, and *How to Be a Bourbon Badass* will guide you on the path of your own bourbon adventure. In *How to Be a Bourbon Badass*, Linda Ruffenach tells the story of her own personal journey with bourbon and shares behind-the-scenes tales from bourbon industry experts and rock stars. She captures the storied history of America's native spirit, explains the process of making liquid gold, and offers top-notch cocktail, dinner, and dessert recipes for the novice and connoisseur alike. From tales of legendary master distillers to stories of women whose lives were changed through newfound bourbon badass confidence, and from recipes for classics like the bourbon highball to fresh twists like strawberry bourbon lemonade with rosemary, Linda Ruffenach will redefine your perceptions of bourbon and those who savor it. Your journey to becoming a bourbon badass begins here.

The Ultimate Cigar Book

Time-honored recipes from the Jack Daniel's family cookbook. Deep in Tennessee's tiniest county (Moore County) rests the internationally acclaimed Jack Daniel Distillery. Each year, more than 250,000 visitors find their way there from across the world. Many end up sitting down for dinner (known outside the South as "lunch") at Miss Mary Bobo's Boarding House, welcomed by the hospitality of Lynne Tolley. In Jack Daniel's Cookbook, Tolley and her cowriter Mindy Merrel offer two hundred recipes, many never before shared with the legions of fans of Tolley's Great-Grand Uncle Jack and his Old No. 7 that made Lynchburg famous. Recipes such as: Cornbread Barrel Bungs Blueberry Buckle Skillet Cake Bobo's Carrot-Raisin Salad Sauer Mash Smoked Sausage Pot Shade Tree Beef Brisket Jack and Coke Pudding Cake In Lynchburg they have a saying: a little Jack makes a whole lot of things taste better. From cocktails to desserts and every snack in between, let the Lynchburg tradition guide you.

The Modern Mixologist

The founders and award-winning distillers of Kings County Distillery follow up their successful Guide to Urban Moonshining with an extensive history of the figures who distilled American spirits. *Dead Distillers* is a spirited portrait of the unusual and storied origins of forgotten drunkenness. The book presents fifty fascinating—and sometimes morbid—biographies from this historic trade's bygone days, including farmers, scientists, oligarchs, criminals, and the occasional US president. Readers may be surprised to find the names George Washington, Henry Frick, or Andrew Mellon alongside the usual suspects long associated with booze—Jasper “Jack” Daniel, Jim Beam, and Julian “Pappy” Van Winkle. From the Whiskey Rebellion to Prohibition to the recent revival of craft spirits, the history of whiskey, moonshine, and other spirits remains an important part of Americana. Featuring historical photos, infographics, walking-tour maps, and noteworthy vintage newspaper clippings, *Dead Distillers* is a rich visual and textual reference to a key piece of American history.

Canadian Whisky

You might think moonshine only comes from ramshackle stills hidden away in the Appalachian Mountains, but the fact of the matter is we've been improvising spirits all around the world for centuries. No matter where you go, there is a local bootleg liquor, whether it's bathtub gin, peatreek, or hjemmebrent. In this book, Kevin R. Kosar tells the colorful and, at times, blinding history of moonshine, a history that's always been about the people: from crusading lawmen and clever tinkers to sly smugglers and ruthless gangsters, from pontificating poets and mountain men to beleaguered day-laborers and foolhardy frat boys. Kosar first surveys all the things we've made moonshine from, including grapes, grains, sugar, tree bark, horse milk, and much more. But despite the diversity of its possible ingredients, all moonshine has two characteristics: it is extremely alcoholic, and it is, in most places, illegal. Indeed, the history of DIY distilling is a history of criminality and the human ingenuity that has prevailed out of officials' sights: from cleverly designed stills to the secret

smuggling operations that got the goods to market. Kosar also highlights the dark side: completely unregulated, many moonshines are downright toxic and dangerous to drink. Spanning the centuries and the globe, this entertaining book will appeal to any food and drink lover who enjoys a little mischief.

Southern Spirits

First published in 1993, *The Ultimate Cigar Book* has become a classic in its field, and is generally credited with having helped launch the current cigar smoking craze. It has been reprinted numerous times in the United States, and is now sold worldwide. No other book contains as much detailed and factual information on virtually every facet of cigar making and cigar smoking. And now this trendsetting book has been revised in this fourth edition for the aficionado of the future! Forget 1492. This book starts out in B. C. (Before Columbus) and transports the cigar enthusiast on a fun and fact-filled adventure into virtually every realm of today's popular and growing cigar smoking pastime. Written by one of the most knowledgeable and internationally-celebrated pipe and cigar authors of our time, Richard Carleton Hacker's well-known wit and wisdom will keep the reader enthralled with every turn of the page, as he takes you on an information-packed world tour of cigars. Starting off with a history of cigar smoking, the author then shows us how cigars are made today (handmade, handrolled, and machine made), divulges the secrets of finding the "perfect" cigar, and discusses the ritual of smoking and how to properly care for and store our cigars. From there the book lists a number of innovative cigar accessories, suggests which beers, wines, whiskeys, brandies, and cognacs go with what cigars, enlightens us with a chapter on cigar smoking celebrities, and concludes with the world's first International Compendium of virtually every cigar brand known today, complete with histories and observations on taste, according to the author's HPH (Highly Prejudiced Hacker-Scale) ratings. If that was not enough, there is even a dictionary of CigarSpeak! *The Ultimate Cigar Book* is the most comprehensive, factual, and up-to-date book for the cigar smoker or for those who just want to learn more about the fascinating and popular world of cigar smoking.

Jack Daniel's Cookbook

Love, security, and the traditions that are part of growing up in hometown America are elegantly captured in this beautiful volume. Some of the 350 recipes here have been in families for a hundred years and represent many families, many tastes, and many celebrations. Full-color photographs.

The Grey

Barrels—we rarely acknowledge their importance, but without them we would be missing out on some of the world's finest

beverages—most notably whiskies and wines—and of course for over two thousand years they've been used to store, transport, and age an incredibly diverse array of provisions around the globe. In this comprehensive and wide-ranging book, Henry Work tells the intriguing story of the significant and ever-evolving role wooden barrels have played during the last two millennia, revealing how the history of the barrel parallels that of technology at large. Exploring how barrels adapted to the requirements of the world's changing economy, Work journeys back to the barrel's initial development, describing how the Celtic tribes of Northern Europe first crafted them in the first millennia BCE. He shows how barrels became intrinsically linked to the use of wood and ships and grew into a vital and flexible component of the shipping industry, used to transport not only wine and beer, but also nails, explosives, and even Tabasco sauce. Going beyond the shipping of goods, Work discusses the many uses of this cylindrical container and its relations—including its smaller cousin, the keg—and examines the process of aging different types of alcohol. He also looks at how barrels have survived under threat from today's plastics, cardboards, and metals. Offering a new way of thinking about one of the most enduring and successful products in history, *Wood, Whiskey and Wine* will be a must-read for everyone from technology buffs to beverage aficionados who wish to better understand that evasive depth of flavor.

The International Spirits Industry

"A cocktail guide for the 21st century, complete with 60 recipes for new and classic drinks. Full-color photography throughout, with tips on ingredients, barware, and technique"--Provided by publisher.

Bourbon

The cradle of country, the birthplace of blues, and the home of the Smokies: get to know the Volunteer State with *Moon Tennessee*. Inside you'll find: Strategic, flexible itineraries, from a long weekend in Nashville to a Great Smokies road trip, curated for history buffs, families, outdoor adventurers, music lovers, and more, including day trips from Memphis and Nashville Must-see highlights and unique experiences: Try fiery hot chicken and authentic Southern barbecue, or sip on samples at the Jack Daniels Distillery. See the stars on the Grand Ole Opry stage, or follow in the footsteps of the King at Graceland. Two-step with the locals at a beloved honkytonk, listen to the strums of bluegrass, or see studios where legends like Johnny Cash recorded their hits. Go whitewater rafting in Cherokee National Forest, hike to rushing waterfalls in the Smokies, or spot wild bison in the Land Between the Lakes Honest recommendations from local Nashvillian Margaret Littman on when to go, where to eat, and where to stay, from historic inns to budget campgrounds Full-color photos and detailed maps throughout Accurate, up-to-date information on the landscape, wildlife, and history of Tennessee Advice for LGBTQ+ travelers, international visitors, seniors, and travelers with disabilities With *Moon Tennessee's* practical advice and local know-how, you can plan your trip your way. Hitting the road? Check out *Moon Nashville to New Orleans Road Trip*.

Moon Tennessee

The bible of American whiskeys, bourbons, and ryes is updated! Arranged alphabetically by distillery and then brand, this revised edition features 300 whiskeys—with nearly 100 new entries. In addition to information on buying and choosing whiskey, every entry includes the maker's contact details and products, plus a full account of each bottling, including: age, proof, nose, color, body, palate, price, and rating.

Whiskey Distilled

Provides an overview of all aspects of the international spirits business.

The Book of Classic American Whiskeys

Jack Daniel's is still one of the world's most famous whiskeys: last year alone, 7.5 million cases were shipped worldwide. The Jack Daniel Distillery in Tennessee attracts over 250,000 visitors each year, and many are welcomed at Miss Mary Bobo's Boarding House by Lynne Tolley, great-grandniece of Jack Daniel himself. In *Cooking with Jack*, Tolley shares over 120 time-honored recipes—most of which include Jack Daniel's. Many "Jack Hour" cocktails are featured, but *Cooking with Jack* also includes a range of mouthwatering recipes from Panfried Tennessee Whiskey Chicken Breasts to Pantry Salmon Croquettes with Creole Mustard Sauce, from Cool Jack Apple Mint Tea to Jack's Whiskey Buttermilk Butterscotch.

Kentucky Bourbon Whiskey

Shortly after graduating from University of Glasgow in 1934, Elizabeth "Bessie" Williamson began working as a temporary secretary at the Laphroaig Distillery on the Scottish island Islay. Williamson quickly found herself joining the boys in the tasting room, studying the distillation process, and winning them over with her knowledge of Scottish whisky. After the owner of Laphroaig passed away, Williamson took over the prestigious company and became the American spokesperson for the entire Scotch whisky industry. Impressing clients and showing her passion as the Scotch Whisky Association's trade ambassador, she soon gained fame within the industry, becoming known as the greatest female distiller. *Whiskey Women* tells the tales of women who have created this industry, from Mesopotamia's first beer brewers and distillers to America's rough-and-tough bootleggers during Prohibition. Women have long distilled, marketed, and owned significant shares in spirits companies. Williamson's story is one of many among the influential women who changed the Scotch whisky industry as well as influenced the American bourbon whiskey and Irish whiskey markets. Until now their stories have remained untold.

The Complete Book of Spirits

60 wonderful whisky and bourbon cocktails Oaky, smoky, young or old, whisky is a versatile and highly spirited spirit that has been the backbone of the classic cocktail since the old-fashioned was new. From the highlands of Scotland to Bourbon county, Kentucky, whisky distilleries have spread across the world, and today there are multitudes of styles and flavours to complement any manner of mixer. This beautifully illustrated book will introduce you to the wider world of malts, and showcase the true potential of whisky and bourbon. In *Whisky Made Me Do It*, award-winning mixologist and Certified Specialist of Spirits, Lance Mayhew explains everything you need to know: how to choose the right type, mix the ultimate Manhattan and find the perfect cocktail for any occasion. From grown-up scotch and sodas, celebratory mint juleps, or playful picklebacks, there are recipes here for any mood, any event, and any whisky-drinker.

Dead Distillers

Craft the perfect whiskey cocktail! Enjoy over 100 whiskey cocktail recipes, featuring your favorite spirit! From the Manhattan to the Mint Julep, whiskey is the foundation of some of the most iconic, old-school cocktails, and its renaissance has led to an array of innovative new creations. Whether you prefer your drinks tart and refreshing or complex and spirit-forward, this artfully curated collection features over 100 recipes for whiskey, bourbon, and rye cocktails as well as distillery profiles on Buffalo Trace, Four Roses, Hartfield & Co., Heaven Hill, Jack Daniel's, Jim Beam, Maker's Mark, Willett, and Woodford Reserve. This high-quality gift book includes recipes for all of these libations and more: *Gentleman's Manhattan *Perfect Old Fashioned *Rob Roy *Southern Charm *Hot Toddy *Pomegranate Smash *Tennessee Mule *Vieux Carré *Maker's Boulevardier *Jack and Ginger *Black Manhattan *Buffalo Smash *Whiskey Sling *Sazerac *South of NY Sour *Blackberry Sage Julep With such a wide variety of enduring classics and modern originals to choose from, *Whiskey Cocktails* is an essential guide for those looking to craft an impeccable drink.

Cooking with Jack

When you think of barbecue, you think of the South, with its rich traditions of cooking and pungent tastes and smells that permeate the air and fill the memory with thoughts of good times. But barbecue is not just for the Southerner or Southwesterner; it's a dish of national phenomena that appears in cookouts from California to Cape Cod; from Washington, D.C. to Ames, Iowa, and Green Bay, Wisconsin--and the sauces used are as varied as the cooking methods.

How to Be a Bourbon Badass

An indispensable follow-up to his classic Complete Book of Mixed Drinks, Anthony Dias Blue presents The Complete Book of Spirits, a comprehensive collection of history, lore, and tasting tips, along with recipes for select cocktails. Here, in one concise and easy-to-use volume, is all the information a consumer needs to shop, mix, and sip like a spirits expert. From bathtub gin to mojito madness, Blue brings the dynamic history of the spirits industry alive, demonstrating that spirit making is not only one of mankind's oldest pursuits but also perhaps its most colorful. In ten captivating chapters, readers are treated to everything they ever wanted to know about their favorite liquors, including vodka, aquavit, tequila, and whiskey. Blue also provides step-by-step instructions on how to host spirit tastings to educate your palate and to help you and your friends discover your favorite brands and blends. For every chapter and every spirit, there is also a handy tasting-notes section, with Blue's expert comments and his favorites, along with price points. If you've ever wondered about the difference between potato and wheat vodkas, or between mescal and tequila or American and Irish whiskeys, or what makes single malt Scotch so desirable, look no further. With Anthony Dias Blue, America's leading wine and spirits expert, and The Complete Book of Spirits as your guides, you will take your enjoyment to a new level.

Wood, Whiskey and Wine

In the populist tradition of Andrea Immer, New York City's first female whiskey sommelier translates today's hottest spirit for a new generation of imbibers. Whiskey is in the midst of a huge renaissance. Ten years ago, the United States housed sixty-nine craft distillers; today, there are more than four hundred. Exports of Scotch whisky grew 12 percent just last year. Sales are skyrocketing, and specialty bars are popping up around the country, from New York City to Chicago to Houston. Yet whiskey drinkers—especially novices—are more confused than ever. Over the past decade, whiskey expert Heather Greene has been bombarded with thousands of questions, including: Can I have ice in my whiskey? Why is it sometimes spelled "whisky"? What makes bourbon different? As New York City's first female whiskey sommelier, Greene introduces audiences to the spirit's charms and challenges the boys' club sensibilities that have made whiskey seem inaccessible, with surprising new research that shows the crucial importance of "nosing" whiskey. Through lively tastings, speaking engagements, and classes such as the popular "Whiskey as an Aphrodisiac," Greene has been demystifying whiskey the way Andrea Immer did wine a decade ago. In this lively and authoritative guide, Greene uses bright visuals, an easy-to-read format, and the familiar vocabulary of wine to teach readers about whiskey and encourage them to make their own evaluations. Peppered with wry anecdotes drawn from her unusual life—and including recipes for delicious cocktails by some of today's most celebrated mixologists—Whiskey Distilled will be enthusiastically greeted by the whiskey curious as well as by journeymen whiskey drinkers thirsty to learn more about their beloved tippie.

Bourbon Curious

In *Bourbon Curious: A Simple Tasting Guide for the Savvy Drinker*, award-winning whiskey writer and Wall Street Journal best-selling author Fred Minnick creates an easy-to-read interactive tasting journey that helps you select barrel-aged bourbons based on your flavor preferences. Using the same tasting principles he offers in his Kentucky Derby Museum classes and as a judge at the San Francisco World Spirits Competition, Minnick cuts to the chase, dismissing brand marketing and judging only the flavor of the bourbon. Bourbon Curious groups bourbon into four main flavor profiles--grain, nutmeg, caramel, and cinnamon. While many bourbons boast all four flavor notes, one delicious sensation typically overpowers the rest. This book reveals more than fifty bourbon brands' predominate tastes and suggests cocktail recipes to complement them. In addition, Minnick spends some time busting bourbon's myths, unraveling its mysteries, and exploring distiller secrets, disclosing the recipes you won't find on a bottle's label. As bourbon becomes more ingrained in the culinary world, foodies and drink enthusiasts alike are looking for a basic understanding of America's spirit. Bourbon Curious will help curious minds take their first step in learning about this highly celebrated spirit. Like good-tasting bourbon, Bourbon Curious is approachable to all!

Jack Daniel's Spirit of Tennessee Cookbook

Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 70%, University of Westminster, course: Introduction to Branding, language: English, abstract: Jack Daniel's is a smooth, premium whiskey, also specifically defined as a 'Tennessee Whiskey'; a product which was born as a bourbon but which, having been mellowed through maple charcoal, becomes a Tennessee sour mash whiskey (www.jackdaniels.co.uk). Jack Daniel's position itself as a familiar reassuring, dependable brand and it promote itself as such. "Jack Daniel's is a unique whiskey that is slowly mellowed drop by drop through 10 feet of sugar maple charcoal and matured in new American oak barrels at America's oldest registered distillery to achieve its smooth character." JD is a premium whiskey, often more expensive than its competitors especially outside the U.S maintains its position despite its price, because the uniqueness of the product (www.jackdaniels.co.uk).

The Art of American Whiskey

Shortly before noon about sixty guests gather on the front porch and lawn of Miss Mary Bobo's Boarding House in Lynchburg, Tennessee, for a mid-day dinner. Each table is cared for by a Lynchburg hostess, a lady from the town who sees to it that the bowls and platters are kept full, that everyone meets each other at the table, that the conversation is always flowing, and that everyone has a grand time. The dinner bell is rung and as each name is called, diners follow their hostess to the dining table. Hot bowls of food are placed randomly on the long tables. Two entrees, such as fried chicken, meat loaf, country ham, roast beef, or Miss Mary's Famous Chicken and Pastry, are served each day. Vegetables picked that morning

are prepared in true southern tradition. Fragrant hot bread, rolls, or cornbread are made fresh for each meal. Now you can give your guests the same delicious southern dishes served at Miss Mary Bobo's Boarding House. None are difficult to cook, but all are best when prepared by caring hands and served with friendship—a recipe that all boarding houses have found to be foolproof!

Cocktails Made Easy

Bourbon's popularity derives from its folklore nearly as much as from its flavor. Fred Thompson is a food writer who adores this venerable drink, and his *Bourbon: 50 Rousing Recipes for a Classic American Spirit* lays it all out—the history, the legends, the recipes, plus helpful tips and tricks, all accompanied by stunning four-color photos. Recipes include classics (Manhattan, Ward 8), new favorites (Lynchburg Lemonade, Bourbon Chocolate Martini), hot or cool concoctions (Hot Chocolate “Nog,” Lemon Cooler), and drinks for a crowd (Whiskey Sour Punch, Mint Julep Sparkler). There's even a chapter featuring delicious ways to cook with bourbon, with dishes such as Salmon with Bourbon Glaze and Fred's Bourbon Balls. Straight up, mixed in a cocktail, poured in a punch, or whipped into a recipe—however you enjoy it, bourbon is an old favorite that's new again.

Jack Daniel's Brand Activity Analysis

The rich tradition of country cooking, the distinctive taste of Jack Daniel's Tennessee Whiskey, and the heritage of rural America are all elegantly captured in Jack Daniel's *The Spirit of Tennessee Cookbook*. Included are more than 350 recipes, stunning full-color photographs, and stories of the people, places, and traditions of Middle Tennessee.

Shrubs: An Old Fashioned Drink for Modern Times

Davin de Kergommeaux takes readers on a journey through the first systematic presentation of Canadian whisky: how it's made, who makes it, why it tastes the way it does, its history, and the rich, centuries-old folklore surrounding it. Join whisky authority Davin de Kergommeaux on a pan-Canadian journey from British Columbia to Nova Scotia, celebrating the diversity of Canada's unique spirit. With his conversational and accessible tutelage, de Kergommeaux offers readers a carefully researched, reliable, and authoritative guide to Canadian whisky that is, quite simply, not available anywhere else. Not only a book describing the history and culture of the spirit, *Canadian Whisky: The Portable Expert* is also an informed exploration of taste. For the first time, whisky consumers -- experts and novices alike -- can approach Canadian whisky with a connoisseur's appreciation of its rich subtleties.

Happy Wives Club

A complete guide to all high-quality American whiskeys now available, with descriptions and tasting notes, plus a detailed account of the important distilleries and colorful personalities--past and present--who have made American whiskey such a superb and distinctive contribution to our culture.

Jack Daniel's Hometown Celebration Cookbook

Marketing Excellence 3 showcases the strongest case studies - all winners - from The Marketing Society's Excellence Awards to celebrate and promote the contribution that great marketing makes to the commercial success of a business. The compilation includes a selection of 30 award winners from 2012 to 2014 who have employed different strategies, tactics, tools and techniques all worthy of recognition. The book features world-leading consumer products, retail, fast food, consultancy, charity and telecoms brands such as easyJet, Hailo, McDonald's, Mercedes-Benz, Unilever, Macmillan, O2, PwC, Jack Daniel's and John Lewis. Each chapter of Marketing Excellence 3 is organised by theme and introduced by a judge who then presents the case studies in detail, providing thought-provoking answers to questions such as 'How do you find great customer insights?', 'What are the key principles that lie behind effective communications?', 'How do you create a marketing ethos that will mobilise your organisation?', 'What makes a new brand stand out and succeed?' and 'How do you keep customers loyal?' As such, it is an ideal book for marketers and students looking to be inspired by the very best in marketing campaigns.

One Christmas

A visual history of American whiskey, as told through hundreds of whiskey bottle labels, from early, pre-Prohibition-era days to the present. Just as wine is to the French or beer is to the Germans, whiskey--especially bourbon and rye--is an integral part of the history and culture of the United States. The Art of American Whiskey traces the arc of this beloved, renowned spirit--from its earliest days in the Colonial era, through the Civil War, Prohibition, Great Depression, and up to the current craft-distilling boom. Illustrated with 100 full-color modern and historic labels from the most iconic bottles ever made, The Art of American Whiskey is an instant collectible and a fantastic gift for any whiskey enthusiast or design lover. Captions, sidebars, profiles and short histories tell the story of the pioneers and places behind the labels, and each chapter features era-appropriate recipes from all-star bartenders and cocktail experts that will tickle any tippler's fancy.

Whisky Made Me Do It: 60 Wonderful Whisky and Bourbon Cocktails

Making it easy to create delicious cocktails at home.

Running a Bar For Dummies

A simple shrub is made from fruit, sugar, and . . . vinegar? Raise your glass to a surprising new taste sensation for cocktails and sophisticated sodas: Shrubs. Not the kind that grow in the ground, but a vintage drink mixer that will knock your socks off. “Mixologists across the country are reaching back through the centuries to reclaim vinegar’s more palatable past . . . embracing it as ‘the other acid,’ an alternative to the same-old-same-old lemons and limes,” said the New York Times. The history of shrubs, as revealed here, is as fascinating as the drinks are refreshing. These sharp and tangy infusions are simple to make and use, as you’ll discover with these recipes. Mix up some Red Currant Shrub for a Vermouth Cassis, or Apple Cinnamon Shrub to mix with seltzer, or develop your own with Michael Dietsch’s directions and step-by-step photographs. “Imagine a fizzy, soda-like drink that is drier and so much more sophisticated than soda, what with the sugar and botanical ingredients. Shrubs! Amazing! Wonderful!!” —Amy Stewart, author of *The Drunken Botanist*

Miss Mary Bobo's Boarding House Cookbook

After their plane crashes in Alaska, seven oil workers are led by a skilled huntsman to survival, but a pack of merciless wolves haunts their every step.

American Whiskey, Bourbon & Rye

Iowa Quarterly Spirits Price Book

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