

# A CONFIDENT CALL ALWAYS TURNS HEADS.

JIM BEAM INFUSED  
WITH NATURAL FLAVOURS



MAKE HISTORY™





# red STAG

BY  
JIM  
BEAM®

Red Stag by Jim Beam® is made with four-year-old Jim Beam® Bourbon whiskey infused with natural black cherry flavours. The all-natural flavour was selected for its ability to complement and highlight Jim Beam's taste. The black cherry flavour is slowly infused for a sophisticated, well-rounded taste. Red Stag by Jim Beam® is 40% ABV, yet accessible and contemporary and as an infused whiskey it delivers a smooth, mellow taste that offers a twist on traditional bourbon.

## TASTING NOTES

<b>COLOUR</b>	Deep amber
<b>AROMA</b>	Distinctively fruity, without disguising the familiar, rich nose of Jim Beam Bourbon
<b>TASTE</b>	Sweet and mellow with hints of black cherry accents for smoothness and balance
<b>FINISH</b>	Judiciously sweet and satiny, with true bourbon warmth



### CHILLED SHOT

Serve Red Stag by Jim Beam chilled straight from the fridge.



### SILVER BUCK

Fill a clean glass with cubed ice, Squeeze in a fresh lime wedge and add 1 part fresh orange juice and add 2 part Red Stag by Jim Beam. Top with ginger ale.



### STAG SOUR



Fill a shaker with ice and add ½ part fresh lemon juice, 1 part fresh grapefruit juice, ¼ part grenadine and 2 parts Red Stag by Jim Beam. Shake and strain into a chilled glass



### BOURBON 101



### THE CHASE TVC

Product	Size	Bottles/ Case	Case Weight	Case Dimensions	EAN/UPC	Alc/Vol	Pallet Configuration
Red Stag by Jim Beam®	700ml UK/EU	6	6.84kg	23.8cm x 16.2cm x 27.8cm	 5 060045 582485	40%	140/5/28
Red Stag by Jim Beam®	1Ltr	12	19.78kg	37cm x 27cm x 30cm	 5 060045 582461	40%	55/5/11

ENJOY RESPONSIBLY.

Red Stag by Jim Beam® Kentucky Straight Bourbon Whiskey Infused With Natural Flavours, 40% Alc./Vol. ©2014 James B. Beam Distilling CO., Clermont KY., USA.