

BLUE NOTE

STRAIGHT BOURBON WHISKEY

BORN IN KENTUCKY – then raised where the Mississippi and Wolf rivers collide. Within earshot of soulful blues and rebellious rock n' roll, Blue Note Bourbon matures by day in the infamous **MEMPHIS** heat & humidity, and by night in uncharacteristically cooler temperatures.

In this extremely localized microclimate, character is deepened and flavor elevated, all the while denying the angels their usual share.

When it comes of age, our proofed spirits are blended with water that some call the purest in the country. This crucible of elemental forces and a fierce commitment to craftsmanship gives us transformed whiskeys that are as **SMOOTH AS A CHOIR** on Sunday morning, yet **BOLD AS BEALE STREET** on Saturday night.

**BORN IN
KENTUCKY**

ROOTED IN TRADITION.
BUILT ON CRAFT.

**RAISED IN
MEMPHIS**

SHAPED BY A CITY THAT
LIVES AND BREATHES SOUL.

**FINISHED
WITH SOUL**

BOLD IN CHARACTER.
UNFORGETTABLE IN EVERY SIP.