

# AMERICAN WHISKEY



## Bourbon

Probably the best-known American Whiskey variety is Bourbon, which is named after Bourbon County in Kentucky. This county got its name in honour of the French royal family, as Louis XVI helped the Americans during the wars of independence against England. By law, Bourbon Whiskey must be made from at least 51% corn, which gives it its typically sweet taste. The remaining grains used are rye, which is very spicy, mild wheat and barley, which is essential for the fermentation process. American Whiskey is mainly distilled in column stills. According to American law, Bourbon must be matured in fresh, burnt-out oak barrels.

The alcohol content of Bourbon must not exceed 80% during distilling and must not exceed 62.5% at the beginning of maturation. Bourbon is bottled at a minimum of 40%, as spirits with a lower alcohol content may not be declared as Whisky or Whiskey. Theoretically, Bourbon can come from anywhere in the USA, but most Bourbon distilleries are located in the US state of Kentucky.

## Straight Bourbon

In addition to the specifications for Bourbon Whiskey, straight bourbon also fulfils other requirements. It must also be matured for at least two years and may not be blended after barrel ageing.

If a Bourbon is produced in a single distillery during the production season, matures for at least four years in a bonded warehouse and is bottled at more than 100 proof (=50%), it may bear the quality designation Bottled in Bond.

## Kentucky Straight Bourbon

As it says in the name of the Whiskey, this straight bourbon comes from Kentucky and must have matured there for at least one year. An excellent representative of this variety is the Woodford Reserve.

## Tennessee Whiskey

Tennessee Whiskey is initially subject to the same requirements as bourbon Whiskey. Since 2013, legal regulations have been in force which, in addition to production in the US state of Tennessee, also prescribe the so-called Lincoln County Process. This means the filtration of the raw spirit through a layer of charcoal several metres high. The charcoal must be made from sugar maple, which is widespread in the USA. The filtering process makes the Whiskey very soft, i.e. 'mellow'. This is also called charcoal mellowing.

In addition, there is the sour mash process. Here, residues from the distilling process (stillage) are collected and added to the mash again before fermentation. This benefits the taste of the whiskey, but also the production process: Adding the stillage changes the pH of the mash. The mixture becomes more acidic so that the yeast can work optimally. In the meantime, this process is used by almost all distilleries in America. As a rule, most bourbons are also produced using this method.

So every Tennessee Whiskey is also a bourbon, but not every bourbon is also a Tennessee Whiskey.

### Rye Whiskey

If at least 51 per cent rye is used in a Whiskey, it can be called rye whiskey. Rye Whiskey must also be matured in oak barrels. There used to be a wide range of rye whiskeys in America. They are characterised by an unusually spicy taste. However, people's tastes changed over the centuries, so that rye whiskey almost fell into oblivion. Because today 'mild and mellow' has become fashionable. US rye whiskeys are rarely found today.

# JIM BEAM DISTILLERY

In 1740, the Boehm family came to the 13 colonies, determined to live the colonial dream. 48 years later, they moved where Kentucky is now and changed their name to Beam. Hot summers, mild winters and a nearby limestone spring made their new home ideal for—you guessed it—growing corn. Get ready ... the bourbon part is coming soon. By the late 1700s, German, Scottish and Irish settlers were making rye whiskey in Western Pennsylvania. With government incentives to move west and grow corn, many moved to the Kentucky region. Among them was Jacob Beam who used his father's whiskey recipe to distill corn into a new, sweeter kind of whiskey. And just like that, our bourbon was born.

Perhaps the best decision Jacob Beam ever made was to sell his bourbon. His first barrel of Old Jake Beam Sour Mash was sold in 1795 and quickly became a local favorite.

Fast forward to 1854. After learning of a planned railroad line extension, David Beam relocated the distillery to Nelson County, KY under the name D. M. Beam & Company. Now, mere yards from the new tracks, he could ship Old Tub north and south. By branding each bottle, he transformed his bourbon into a national brand.

In 1894, James Beauregard Beam—a.k.a. Jim Beam—took over the distillery. By now, Old Tub was one of the first national bourbon brands. Through the early 1900s, Old Tub and bourbon grew and developed rigorous standards for quality and production. Then, in 1920, Prohibition brought it all to a screeching halt—effectively putting bourbon out of business. With Prohibition finally repealed in 1933, Jim Beam rebuilt his distillery by hand in Clermont, KY, with the help of friends and family. In 1935, the first batch was ready, and since he no longer owned the rights to the Old Tub name, he sold it as Colonel James B. Beam Bourbon. Finally, the man known as “The Colonel and The Legend” could celebrate.



## THE JIM BEAM SELECTION

	Glass	Bottle
Jim Beam	380	4,800

# JIM BEAM



Jim Beam bourbon undergoes distillation at lower temperatures and is distilled to no more than 62.5%, the White label is aged for four years and has quite a high percentage of rye in the mashbill.

## TASTING NOTES

Very spicy with toasted oak floating about with a mint freshness. Hints of dry paper and pepper. A faint hint of vanilla floating about in the background.

### NOSE:

Quite sweet with gentle notes of vanilla and cut hay, a touch of fresh corn fields and a little cereal sweetness, like the bluegrass fields of Kentucky.

### PALATE:

Good body with notes of toasty oak and all the requisite notes of vanilla and crème anglaise, a little spice and pepper with an acetone note.

### FINISH:

Toasty oak and resin with a some sweetness.

ABV: 40%

By The Glass: THB 380

By The Bottle: THB 4,800

# MAKERS MARK DISTILLERY

Bill Samuels, Sr.'s quest to create Maker's Mark began with his only copy of the family's trusted, 170-year-old recipe. The one the sixth-generation distiller promptly set on fire, of course.

After accidentally burning a set of drapes in the process, Bill experimented with different flavoring grains, searching for a mash bill all his own. To save years of aging time, Bill baked several loaves of bread with various grain combinations instead of distilling them. His quick thinking not only saved time but also led him to swap out the traditional rye grain that is commonly used in bourbons for soft, red winter wheat. This replaced the hot bite of rye with the delicate sweetness that Maker's® is known for today.

The flavor of Maker's Mark stood out from the crowd, so co-founder Margie Samuels wanted to ensure the bottle did the same on store shelves. It's said that Margie is the reason most folks buy their first bottle of Maker's Mark and Bill is the reason they buy their second. The shape of the bottle, look of the label, signature red wax topper and even the name itself are all thanks to Margie.

The Kentucky Bourbon Hall of Famer (the first woman involved with a distillery to be inducted, by the way) hand-dipped the first bottles in her kitchen using a home fryer to melt the wax. Margie's fried chicken was never quite the same, and neither was the whisky business. While every sip of Maker's® tastes just like the one before it, no two bottles are exactly alike. Those red tendrils give each bottle its own unique flourish.





## THE MAKERS MARK SELECTION

	Glass	Bottle
Makers Mark	390	5,000
Makers Mark 46	750	9,000

# MAKERS MARK



A brilliant whisky, it is made to a mashbill which uses wheat instead of rye. The result, therefore, can be described as a "wheated bourbon", and it's all the more smooth and creamy because of it!

## TASTING NOTES

Decidedly less sweet than the nose alludes to, but nevertheless still pleasant and unassuming. Notes of toffee, vanilla, and oak are most prevalent with fainter hints of toasted nut and cinnamon. Overall it has a thin but buttery mouthfeel that goes down smooth

### NOSE:

Fruity and rich. There are lovely notes of spiced honey and mixed peels, a little malmsey, hazelnut and a touch of cut fruit with toasty oak providing a backbone.

### PALATE:

Rich and full. There are notes of rye and spice, barley malt, a little nut oil with butterscotch and vanilla.

### FINISH:

Quite sweet with butterscotch and dry oak spice.

ABV: 45%

By The Glass: THB 390

By The Bottle: THB 5,000

## MAKERS MARK 46



The first line extension to the Maker's Mark range since the '50s, Maker's 46 is essentially the standard expression with added spice. This bourbon was not intended to compete with the core expression, instead it's a cousin to it, something different for those that like spicy whiskey. They add this extra dimension by inserting seared French oak staves into the barrels (with the stave profile "number 46" - thus the name). It's utterly stunning.

## TASTING NOTES

Hints of caramel. an oak-laden presence consisting of heavily charred and aged oak. There's a pop of spice present but overall the wheat in the mashbill helps keep it at bay and provides for an even-keeled expression.

### NOSE:

Toffee sweetness and the saw dust from freshly cut wood. Has a very toasty aroma, with sweet spices and deep, thick caramel.

### PALATE:

Creamy and very soft, yet spicy. It's on nutmeg, mulled wine spices, allspice, cinnamon.

### FINISH:

A natural progression of the palate with the sweet spices and it concentrates on the tongue, It also becomes grassy after a minute or so.

ABV: 47%

By The Glass: THB 750

By The Bottle: THB 9,000

# WILD TURKEY DISTILLERY & RUSSELLS RESERVE



In 1891 Thomas Ripy built the Old Hickory Distillery in Tyrone Kentucky, near Lawrenceburg, on the former site of the Old Moore Distillery. After prohibition the Ripy family rebuilt the distillery and began to produce bourbon again. The Ripys sold the bourbon produced at this distillery to various wholesalers who bottled bourbon under their own brands. Austin Nichols was one of these wholesalers.

The "Wild Turkey" brand is said to have arisen after an Austin Nichols executive, Thomas McCarthy, took some warehouse samples on a wild turkey hunting trip in 1940. The bourbon proved so popular among his friends they continued to ask him for "that wild turkey bourbon." Austin Nichols began to bottle Wild Turkey in 1942.

For the next three decades, Austin Nichols remained a non-distiller producer—bottling bourbon purchased on the open market under the Wild Turkey brand. Much of this whiskey was purchased from the Ripys/Gould distillery in Tyrone. In 1971, Austin Nichols purchased the facility, then known as the Boulevard Distillery, and changed the name to the Wild Turkey Distillery.

Russell's Reserve is a whiskey created by a son as a way to honor the legacy of his father. It's a family affair, and the family just happens to consist of two hall-of-fame Master Distillers, Eddie and Jimmy Russell both working for Wild Turkey.

Our home may have been built by Jimmy Russell, known by many as “the master distiller's master distiller,” a legend of bourbon. But the devotion and artistry for fine bourbon runs in the Russell family, and it was Jimmy's son, Master Distiller Eddie Russell, who spread his wings, to create Russell's Reserve<sup>®</sup> as a tribute to his father's legacy. For decades, Eddie learned everything Jimmy had to teach: every tradition, every technique, every touch of craft. Having mastered the art, but filled with his own original ideas, Russell's Reserve is Eddie's own way of crafting bourbon that embodies he and Jimmy's shared passion

Master Distiller Jimmy Russell was trained by the greats and inspired the next generation, passing down his time-honored secrets and bourbon contributions to his son, Eddie. Together, they make Russell's Reserve as one of the only father-and-son Master Distiller teams in the industry. Each bottle proudly displays both of their signatures – the ultimate seal of bourbon approval.

### THE WILD TURKEY SELECTION

	Glass	Bottle
Wild Turkey	350	4,500
Wild Turkey 101	390	5,000
Wild Turkey Rye	450	5,500
Wild Turkey Rare Breed	450	6,000
Russell's Reserve Single Barrel Bourbon	650	7,500
Russell's Reserve 10 Y.O. Bourbon	650	7,500



# WILD TURKEY



Originally crafted by Kentucky bourbon hall of fame Eddie Russell as “Wild Turkey 81” Wild Turkey Bourbon is aged in American White Oak barrels with the deepest No. 4 char. This bourbon finishes with flavour whether enjoyed straight or bourbon cocktail.

## TASTING NOTES

Immediately noticeable is a light corn oil presence which sets the stage for a nice mouthfeel. This is layered with a healthy dose of rye spice, baking spices, and sharp oak, along with a gentle layer of vanilla and toasted oak.

### NOSE:

Deep vanilla with caramel and oak

### TASTE:

An explosion of vanilla and caramel with hints of honey and orange.

### FINISH:

Lingering finish with soft oak and notes of dried fruit.

ABV: 40.5%

By The Glass: THB 350

By The Bottle: THB 4,500

# WILD TURKEY 101



This bottling of Wild Turkey has been aged for at least six years before coming out of the barrel at 109 proof. The whiskey is only diluted slightly before bottling at 101 proof with plenty of pep.

## TASTING NOTES

The nose is quite subdued, yet there remains a beautiful toffeyed sweetness. Notes of toasty oak and melted vanilla ice cream, a touch of zesty citrus and butterscotch. The palate is full and rich with notes of cigar box sweetness, pepper, caramel

### NOSE:

Vanilla with cinnamon and oak

### PALATE:

A hint of sweet upfront with vanilla and caramel notes. Oak and baking spices in the middle

### FINISH:

Bold, signature wild turkey spice and orange peel.

ABV: 50.5%

By The Glass: 390 THB

By The Bottle: 5,000 THB

# WILD TURKEY RYE



A fabulous rye whiskey from the Wild Turkey brand - this is a top-quality choice for use in cocktails, but also tasted mighty fine splashed over a couple of ice cubes. Try it in a Manhattan or and Old Fashioned.

## TASTING NOTES

At first sip, the intensity yills the throat and nose with hardy grain and spice. Underneath are more delicates notes of mint, oatmeal, and apple, but they struggle for the same attention. Despite these flavors waiting in the wings, It's also worth noting the whiskey's slight buttery consistency

### NOSE:

Acutely Spicy, cereal-grain sweet and a touch citrusty followed by fruit and resin scents.

### TASTE:

Big Vanilla and spice notes burst through.

### FINISH:

Bold lingering rye and spice

ABV: 40.5%

By The Glass: THB 450

By The Bottle: THB 5,500

# WILD TURKEY RARE BREED



Wild Turkey's Rare Breed Bourbons are bottled at cask strength, and are often absolutely staggering stuff. The bottles have had a little redesign recently, and look very stylish indeed - though the eponymous turkey on the label looks rather surprised to be there. This particular edition was bottled at 58.4% ABV.

## TASTING NOTES

A blend of the finest selection of 6,8, and 12 year bourbon, no water added before bottling. This is a curated experience like sipping from the cask. The intense vanilla and exceptional mouthfeel have made this expression a legend in its own right.

### NOSE:

Buttery at first, before a big rush of clove and oak.

### PALATE:

Heavy caramel and chocolate. A touch of smoke develops, it's almost a bit vegetal at points too.

### FINISH:

Menthol, cut herbs, brown sugar and white pepper.

ABV: 58.4%

By The Glass: THB 450

By The Bottle: THB 6,000



# RUSSELL'S RESERVE SINGLE BARREL BOURBON



Crafted in the birthplace of bourbon with techniques dating back to pre-Prohibition, each barrel of Russell's Reserve Single Barrel Bourbon has its own distinct personality, individually bottled at 110 proof and non-chill filtered to guarantee maximum flavor

## TASTING NOTE

Each hand selected Single Barrel Bourbon delivers a balance of rich creamy toffee and vanilla.

### NOSE:

Vanilla, nuts, and brown sugar with notes of oak and cinnamon

### PALATE:

Spicy, bold, and deeply complex with creamy toffee, licorice and vanilla

### FINISH:

Sweet spice and malty notes.

ABV: 47%

By The Glass: THB 650

By The Bottle: THB 7,500

# RUSSELL'S RESERVE 10 YEAR OLD BOURBON



Legendary bourbon-makers Jimmy and Eddie Russell use their vast knowledge to craft this 10-year-old classic. Aged in No. 4 alligator char barrels and bottled at 90 proof, this is the Russell's Reserve bourbon that started it all.

## TASTING NOTES

This small-batch bourbon offers a bouquet of vanilla spice followed by rich, creamy toffee on the palate, it finishes quickly with a touch of sweetness.

### NOSE:

Orange peel and citrus with notes of butterscotch, maple, oak, and vanilla.

### PALATE:

Rich spicy caramel and vanilla flavours.

### FINISH:

Smooth and sweet, with toffee and spice notes lingering with a mild and pleasant warming.

ABV: 45%

By The Glass: THB 650

By The Bottle: THB 7,500

# WOODFORD RESERVE DISTILLIERY

The art of making fine bourbon first took place on the site of the Woodford Reserve Distillery, a National Historic Landmark, in 1812. You get that sense of history. The history of bourbon is the history of Kentucky, is the history of the United States.

The Woodford Reserve Distillery formerly known as the Old Oscar Pepper Distillery and later the Labrot & Graham Distillery is located in Woodford County Kentucky.

The main structure of the distillery was built in 1838 and is one of the oldest distilleries in Kentucky.

Chris Morris and Elizabeth McCall have been integral in driving innovation and shaping the story of Woodford Reserve, sharing the belief that the keys to making the World's Finest Bourbon are not only time and patience, but science and art. Chris began his career in bourbon in 1976, while Elizabeth moved from her 9-year tenure in R&D to Assistant Master Distiller in 2018. Together they craft whiskeys that are a spectacle for the senses.

## THE WOODFORD RESERVE SELECTION

	Glass	Bottle
Woodford Reserve	450	5,500

# WOODFORD RESERVE



The mashbill for Woodford Reserve features a high percentage of rye: 72% corn, 18% rye and 10% malt. The whiskey is also unusual for being triple distilled and having the lowest proof upon entering the barrel where it matures for at least six years.

A must have Kentucky bourbon. Makes a wonderful Old-Fashioned cocktail!

## TASTING NOTES

Rich, chewy rounded and smooth with complex citrus, cinnamon and cocoa. Toffee, caramel, chocolate and spice notes abound this delightful bourbon.

### NOSE:

Quite thick and creamy. There are notes of honey and spice, leather, a touch of cocoa, a little smoke, toasty oak and vanilla cream.

### PALATE:

Thick and full. There are notes of espresso beans, winter spice, cereal sweetness, plenty of rye, ground ginger, almond oil, toasty oak and a little rum.

### FINISH:

Long and mature with notes of cereals and toasty oaken spice.

ABV: 45.2%

By The Glass: THB 450

By The Bottle: THB 5,500

# JACK DANIELS DISTILLERY



Jasper Newton Daniel, more commonly known as Jack, introduces the world to Old No. 7, his signature charcoal-mellowed Tennessee Whiskey.

In 1864 Jack leaves home and is taken in by Reverend Dan Call. At the Call family farm, he learns the art of whiskey making from the preacher and an enslaved man named Nathan “Nearest” Green. Jack would later hire Nearest as the Jack Daniel Distillery’s head distiller, what we call the Master Distiller today.

In 1866 The Jack Daniel Distillery is officially established, making it the very first registered distillery within the US, with Jack as the Master Distiller. The opening of his now-famous distillery would follow shortly thereafter, right next to Jack Daniel’s prime resource: the mineral-rich Cave Spring Hollow.



By 1904 Old No.7 takes gold medal at the World's Fair in St Louis, Missouri, the first of seven gold medals Old No.7 is awarded.

In the modern era an exciting new era of innovation begins with Master Distiller Jimmy Bedford's ('88-'07) introduction of Gentleman Jack and continues with the biggest expansion to our family of brands in 150 years under Master Distiller Jeff Arnett ('08-'20).

In 2016 The Jack Daniel Distillery celebrated their 150th anniversary, registered with the federal government in 1866, making it the oldest in the U.S.

In 2020 a new decade comes with a new master distiller to the helm of Jack Daniels. Chris Fletcher steps into the top spot to guide Mr. Jack's legacy and his whisky into the future.

## THE JACK DANIELS SELECTION

	Glass	Bottle
Jack Daniels No. 7	380	4,800
Jack Daniels Gentlemen Jack	450	5,000
Jack Daniels Single Barrel	600	7,500

# JACK DANIELS NO.7



Jack Daniel's Tennessee Whiskey has been made at its Lynchburg distillery since 1875. The branding and original label, sometimes referred to as No. 7 or Black Label, has made its way into pop culture, with merchandise sold the world over and a history of association with music. Frank Sinatra was even buried with a bottle. The Tennessee whiskey makers use a mash bill made up of 80% corn, 12% rye, and 8% malt to create Jack Daniels whiskey, which is then filtered through 10 feet of sugar maple charcoal to produce a mellow, slightly smoky character. A method known as the Lincoln County Process, it means this is not a bourbon, but instead meets the legal definition of a Tennessee whisky.

## TASTING NOTES

A great balance in character with sweet vanilla and caramel with medium body with an oak edge.

### NOSE:

Light with plenty of sweetness. There are hints of dry spice and oily nuts, a touch of smoke.

### PALATE:

Quite smooth and soft with notes of banana milkshake, a mixed nut note, a touch of caramel with crème anglaise.

### FINISH:

Sweet with a little cereal sweetness and toasty oak.

ABV: 40%

By The Glass: THB 380

By The Bottle: THB 4,800

# JACK DANIELS GENTLEMAN JACK



Jack Daniel's Gentleman Jack is a smooth and sophisticated whiskey, perfect for enjoying neat or on the rocks. It has a distinctively rich flavour with notes of vanilla and spice.

Gentleman Jack is a premium version of Jack Daniel's Tennessee Whiskey. The main difference is that it enjoys a 'double mellowing' as it's filtered through charcoal before being filled into the barrel (the Lincoln County Process) and once again before it's bottled.

## TASTING NOTES

Subtle banana is followed by a soft wash of sweet flavors - caramel, vanilla custard, honey, brown sugar, and oak. The delivery is very even, and as suggested by the writing on the bottle, smooth.

### NOSE:

Spicy nose with caramel, charred oak and a little aniseed.

### PALATE:

Liquorice-led palate with oak and cinnamon, a touch of banana too.

### FINISH:

Roasty and toasty finish, plenty of spice and citrus too.

ABV: 40%

By The Glass: THB 450

By The Bottle: THB 5,000

# JACK DANIELS SINGLE BARREL



You all know Jack Daniel's and have no doubt seen its classic whiskey in bars and shops all over the world. But the Tennessee-based distillery is also home to lots of premium expressions, like the single barrel bottling you see before you. A premium version of Jack Daniel's, each of these comes from a cask specially selected by the master distiller. These are chosen for their suitability as standalone spirits, resulting in a whiskey full of richness and complexity.

## TASTING NOTES

Chocolatey sweet caramel and burnt wood hit first. Pipe tobacco follows, along with a good dose of bananas, some nuttiness. It coats the mouth nicely with a medium-weight mouthfeel.

### NOSE:

Good body with plenty of toasty oak, there are notes of corn and lovely cereal sweetness, there is a good smoke note, a little spice and toffee.

### PALATE:

Full and mouth-filling. There are notes of cereal sweetness, the rye is in evidence with a touch of cigar box and nut oils, a little spice and an aniseed character.

### FINISH:

Good length with a hint of citrus and plenty of cereal sweetness.

ABV: 64.9%

By The Glass: THB 600

By The Bottle: THB 7,500