



A detailed rectangular label for Belle Meade Bourbon Whiskey. At the top, a banner reads "BELLE MEADE" in large, bold letters, with "BOURBON" written below it in a similar style. Between these words, it says "SEVEN YEARS OLD". The label features two horses rearing up on their hind legs, facing each other. In the center, there are five barrels. The top two barrels are labeled "PURE SOUR MASH BOURBON WHISKEY" and "PURE ROBERTSON'S TENNESSEE WHISKEY". The bottom three barrels are labeled "PURE BOURBON WHISKEY". The text "NON-CHILL FILTERED" is written vertically on the left side of the horses, and "SMALL BATCH HAND CRAFTED" is on the right. Below the barrels, a banner reads "SOUR MASH". At the bottom of the label, a large banner says "WHISKEY" and "STRAIGHT" below it. Underneath the banner, it says "50% ALC/VOL (Proof) 750 ML". At the very bottom of the label, it reads "ASK YOUR WHOLESALE DEALERS ABOUT OUR CELEBRATED WHISKIES" and "Distilled for and Bottled by Tennessee Whiskey Company, Nashville, Tenn." There are two smaller circular logos at the top corners of the label, identical to the one in the top left of the page.





# History

*"Belle Meade Plantation represents a history of agricultural and Thoroughbred breeding success without equal in the American south. Its rise and eventual fall encompass a full century of Southern history." – Ridley Wills II*

- For most of the 19<sup>th</sup> Century Belle Meade was the nation's leading Thoroughbred horse racing and breeding farm.
- With horses in the first Kentucky Derby and preeminence in horse breeding, this farm was the epicenter of the Southern horse industry until racing was outlawed in Tennessee in the early 1900's.
- Belle Meade's sire prodigy **Bonnie Scotland** is today's Northern Dancer bloodline that includes such race greats as War Admiral, Sea Biscuit and Secretariat.
- Whiskey has been made in the hills and hollows of Tennessee and Kentucky since corn was first planted by pioneers and made into Whiskey to get it to market easier.
- With Belle Meade's reputation for horses, hospitality and agriculture, it was only natural to add a brand of Whiskey to the bunch
- First sold by Nelson's Green Brier Distillery in the pre-prohibition era, the Tennessee Whiskey Company now resurrects this century-old brand.
- The "SW & CO" that appears on the label of Belle Meade Bourbon pays homage to the Sperry and Wade family who worked with Nelson's Green Brier Distillery to sell multiple types of Belle Meade Whiskies that include "Belle Meade Bourbon", "Belle Meade Rye" and "Belle Meade Tennessee Whiskey".
- Now the Tennessee Whiskey Company's resurrection of the famous Belle Meade Brand begins with "Belle Meade Bourbon".





# Belle Meade Bourbon

- A Small Batch Bourbon is truly made for the connoisseur.
- In the “Small Batch” process, Belle Meade Bourbon is created by selecting a limited number of barrels that have matured to exact specifications, and mingling them in small batches as Belle Meade Bourbon.
- While many whiskies undergo a “chill-filtration” process, Belle Meade Bourbon does **NOT**. This process removes color, taste and aroma profile, all of which contribute to the distinctive flavor that is Belle Meade Bourbon.
- We take care in everything we do in order to bring to the consumer the finest Bourbon available. Only the highest quality ingredients are used to make Belle Meade Bourbon, for it is our philosophy that quality must not be compromised at any step along the way.
- Making whiskey is a form of art. The hand crafted Belle Meade Bourbon is the culmination of love, passion, craftsmanship and our family traditions.
- The high amount of rye that is used in this Bourbon contributes to the complex flavor profile with hints of spiciness and confectionary characteristics.





# The Team: “A Family Tradition”

- Bill Nelson – Chairman of the Board
  - Bill is the great, great grandson of Charles Nelson, and a whiskey lover. He is the founder, CEO and Chairman of the board of Little Planet Learning, Inc., producing educational software for such prestigious clients as NASA, the US Army, Microsoft and Eli Lilly. He is also a 2-time Academy Award Nominee, and spent over 20 years in the film business in Hollywood. Bill’s proven vision and experience successfully growing a small company will lend itself well to the re-launch of Belle Meade Bourbon.
- Charles Nelson – President
  - Charlie brings to the business a passion for whiskey and has been an integral part of the vision for the re-establishment of the Belle Meade Bourbon Brand. Charlie will oversee sales and marketing for Belle Meade Bourbon, manage distributor relationships, and aide in the production and operations.
- Andy Nelson – Vice President
  - Andy is being trained/mentored as Master Distiller by Dave Pickerell to oversee operations, production, manufacturing and quality assurance, among other things. Andy brings passion and a high level of attention to detail that will benefit the Belle Meade Bourbon Brand greatly.
- Dave Pickerell
  - Dave is the former Master Distiller for Maker’s Mark Bourbon, and one of the most qualified and well-rounded members of the distilled spirits industry. His high standards, expertise and wealth of experience ensure that Belle Meade Bourbon is of the utmost quality.
- Alton Kelley
  - Alton (Wade) Kelley comes from the Sperry & Wade family. He is currently the Executive Director at The Belle Meade Plantation and will provide assistance in marketing Belle Meade Bourbon.





# Flavor Profile

- Nose: Aroma has hints of caramel, maple syrup, some smokiness, and small resemblance of a scotch aroma.
- Taste (Neat): Some caramel, cherry, vanilla, cinnamon, nutmeg, and mild spice. Smooth but crisp finish.
- Taste (w/ splash of water): Bold, some caramel, mild spice, mild scotchy taste, mildly earthy, cherry, vanilla.



# Belle Meade Bourbon: Over Seven Years Old

