

Voilà!

Fred & Freddie Noe



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JIM BEAM'S
Newest Master Distiller
Freddie Noe is Opening More
Seats at the Family Table
(see inside)



Jim Beam is Opening More Seats at the Family Table

BY HOLLY RIDDLE

Freddie Noe is, as of 2022, an eighth-generation Master Distiller, growing up in the James B. Beam Distilling Co.'s First Family of Bourbon and now following in his father and grandfather's footsteps, crafting some of the nation's favorite whiskeys. However, Noe didn't always plan on taking this career path.

"I was very close with my grandad [Booker Noe]," he described of his childhood. "We fished a lot in the summer. He would check on the distillery, I'd run around with the dog, and then we'd go fishing for a couple of hours. It was always great to go to the distillery. It was just a big playground as a kid—big trucks, loud noises..."

"Looking back, [my childhood] was probably a little bit different than a lot of kids'," he admitted.

It was when Noe's grandfather passed, when Noe was a teenager, that he began to really consider what his role might be within the family legacy.

"I had a chance to meet a lot of people that [Booker] touched. I was very honored to know how many people he touched and what all he really did. That's when [the business] went from being a normal childhood to me, to understanding this is much bigger than just something my family does here in Kentucky," he said.



Since then, Noe's career has taken him through just about every aspect of the bourbon production process, from his first job as a marketing intern to bottling supervisor to R&D and, now, finally, Master Distiller.

"It's a title, but to me, it's more of an honor than anything," he said. "...I'm very proud to carry on this tradition that was started over 230 years ago this year. I have a handwritten yeast recipe that Jim Beam wrote down, coming out of Prohibition. It's the same that Jacob was [using], the same principles of the process he was following a hundred years before Jim. To know that the people that are working today, making the whiskey and propagating the yeast, are literally following that same recipe that I could pull out right now and show you, I think that's very unique, to be able to uphold that legacy at such a detail and depth."

Noe isn't just adhering strictly to legacy, though. Yes, he mentioned, it's crucial for the distilling company and its various brands to continue to uphold their very rigorous whiskey-making process, avoiding the shortcuts available in today's industry and sticking to the roots of American whiskey-making. At the same time, though, there's room for a new and modern take.

"I'm always trying to use my skills to show people a different side of the liquid, a different side of the story of that brand," he noted.



As an example, last year, the Knob Creek brand produced at the Jim Beam distillery introduced a bourbon and rye blend. Noe's grandfather had created the bourbon. His father had launched the rye. While blended American whiskey hasn't enjoyed a great reputation in the past, Noe saw an opportunity there to not only make a new product but also reflect a piece of the Noe family story.

"Anytime a project can highlight some form of that story ... and make a connection to consumers, that's my favorite That's what it's about to me: making a connection [between] a unique liquid tied to a very rich family history and then the ability to share and enjoy it with the consumer," he said.

"Surface level," he continued, "you might say Freddie's breaking the mold, breaking trend, but in reality, I'd call it extending it, making it a little bit bigger ... opening more seats at our family table. We try to take the pretentiousness out of whiskey ... and make it an enjoyable experience for you, your friends and your family, no matter how you experience it."

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This fall, keep an eye out for the latest iteration of Little Book, a blend of bourbons crafted over three generations of Noes, as well as a special release of Booker's The Reserves, featuring bourbon finished in El Tesoro 85th anniversary tequila barrels that were originally used for Booker's 30th Anniversary bourbon, both of which are proven award-winners.

Check Out This Month's Recipe

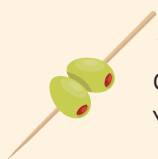
Jim Beam Black Whiskey Sour

INGREDIENTS:

- 2 oz Jim Beam Black Bourbon
- 2 oz lemon juice, *fresh*
- 1 oz simple syrup
- 1 oz egg white
- Lemon wheel or wedge
for garnish

PREPARATION:

1. Fill a rocks or cocktail glass with ice or place it in the freezer to chill. Separate and reserve the egg white.
2. In a shaker, add 1 part Jim Beam Black, 1 part fresh lemon juice, ½ part simple syrup, and the egg white.
3. Add ice and shake vigorously for 10–15 seconds.
4. Empty the chilled glass and strain the drink in. Use fresh ice if desired.
5. Garnish with a lemon wheel or wedge.



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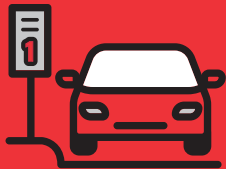


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SALE DATES:
SEPTEMBER 2, 2025 – SEPTEMBER 28, 2025

	Brothers Bond	Straight Bourbon Whiskey	750mL	\$44.99 \$39.99	Code 1089
	Whipped Shots Caramel	Cordials Domestic	200mL	\$14.99	Code 1145
	Three Olives Vanilla	Vodka Imported	750mL	\$11.99 \$9.99	Code 3781
	Wild Turkey Rare Breed	Rye Whiskey	750mL	\$64.99 \$59.99	Code 7613
	Michter's US1 Sour Mash	Sour Mash Whiskey	750mL	\$46.99 \$43.99	Code 60073
	Tamworth Graverobber	Rye Whiskey	750mL	\$34.99 \$32.99	Code 61704
	Penelope Wheated	Bourbon Whiskey	750mL	\$39.99 \$34.99	Code 63129
	Cutwater Lemon Drop Martini	Ready-to-Drink	355mL /4pk	\$14.99 \$12.99	Code 63168
	Goslings Ginger Beer	Mixer/Soft Drink	12oz /6pk	\$5.99 \$4.99	Code 63511
	El Jimador Cristalino	Tequila	750mL	\$29.99	Code 63800
	Sugarlands Blockaders Blackberry	Moonshine	750mL	\$24.99 \$21.99	Code 63802

	Sugarlands Sour Watermelon	Moonshine	750mL	\$24.99 \$21.99	Code 63803
	Canadian Club Blackberry	Canadian Whiskey	750mL	\$10.99 \$9.49	Code 63806
	Weber Ranch 1902	Vodka	750mL	\$26.99 \$24.99	Code 63838
	Twisted Shotz Razzle Dazzle	Ready-to-Drink	25mL /4pk	\$6.99 \$5.99	Code 63921
	Twisted Shotz Red Party Pack	Ready-to-Drink	25mL /15pk	\$19.99 \$17.99	Code 63940
	Kahlúa Dunkin' Caramel Swirl	Cordials Imported	750mL	\$24.99 \$21.99	Code 63992
	Jefferson's	Rye Whiskey	750mL	\$34.99 \$29.99	Code 63993
	Bella Union Napa Valley	American Cabernet Sauvignon	750mL	\$62.99 \$59.99	Code 28075
	Hess Iron Corral	American Cabernet Sauvignon	750mL	\$54.99 \$49.95	Code 29723
	Clos du Val Napa Valley	American Sauvignon Blanc	750mL	\$44.99 \$39.99	Code 60566
	Billecart Salmon Inspiration 1818	French Champagne	750mL	\$42.99 \$39.99	Code 63341

	Jeff Runquist Barbera	American Red	750mL	\$32.99 \$27.99	Code 100228
	Domaine Baptiste Hillaire CDP	French Rhone	750mL	\$42.99 \$39.99	Code 100131
	Good Measure Horse Heaven Hill	American Cabernet Sauvignon	750mL	\$24.99 \$19.99	Code 64126
	Pampa Family Reserve	Argentina Malbec	750mL	\$39.99 \$32.99	Code 64127
	Della Natura Extra Dry	Italian Prosecco	750mL	\$18.99 \$13.99	Code 100273

	Fetzer	American Sauvignon Blanc	750mL	\$10.99 \$7.99	Code 63030
	Grounded	American Sauvignon Blanc	750mL	\$15.99 \$9.99	Code 19429
	Browne Family Forest Project	American Red Blend	750mL	\$26.99 \$19.99	Code 22807

Pricing and details are subject to change without notice and availability varies by location.
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Featured Product

Jim Beam Black® is a premium 86-proof bourbon aged longer than the original, resulting in a richer, more full-bodied flavor. The extended aging in white oak barrels delivers smooth caramel and warm oak notes. Elegant and refined, it's made to be sipped and savored.

Jim Beam Black Bourbon

SALE PRICE \$24.99

Regular Price \$27.99

750mL, Product Code 1258



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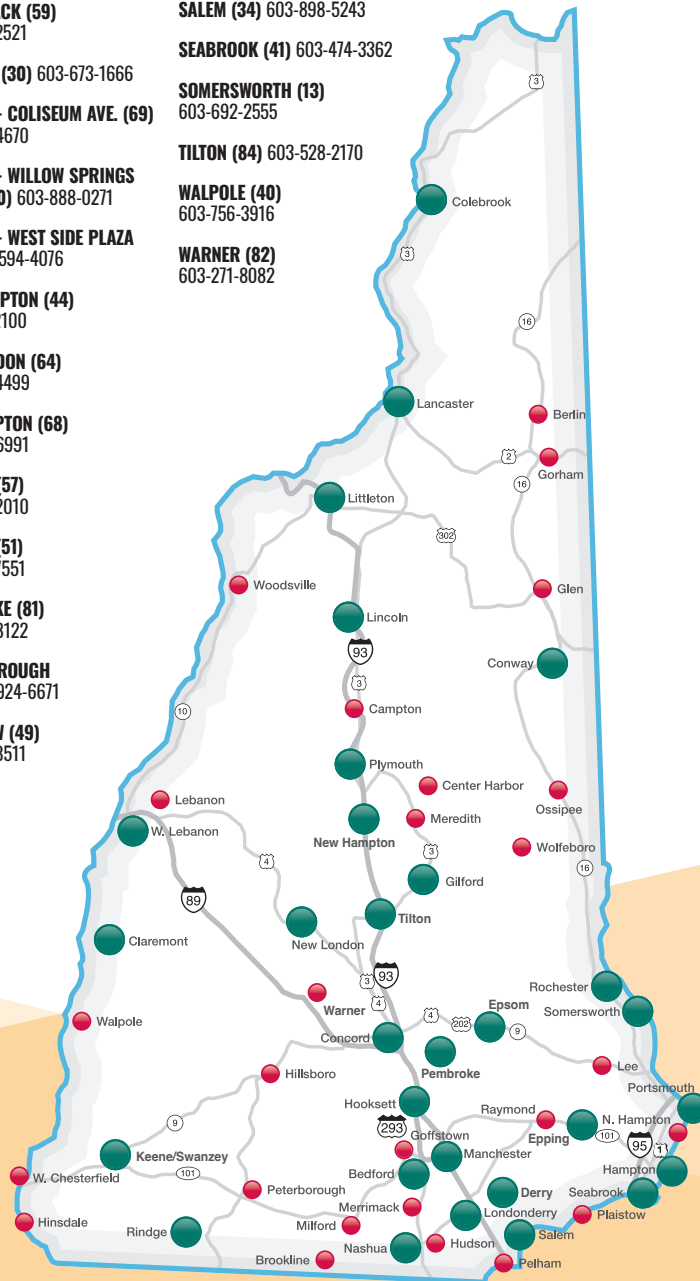
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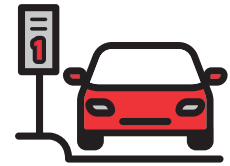
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