

# Jack is Back in Black!

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## NO. 1 MOST RECOGNIZED WHISKEY IN THE WORLD

Jack is in the top 100 globally recognized brands!

MAKE JACK YOUR FIRST DRINK THIS HOLIDAY SEASON!

THE **LARGEST AD CAMPAIGN** LAUNCH IN THE **HISTORY** OF JACK DANIELS!



Jack Daniel's Tennessee Whiskey is entering F1 for the first time in 2023 with a new global partnership with McLaren, the latest sponsorship coup by the English racing team. The deal makes Jack Daniel's the official spirits sponsor of McLaren Racing



**GRAND CENTRAL TERMINAL TIMES SQUARE VIDEO BILLBOARD**

First ever Metro New York Jack Daniel's Barrel Tree!



Times Square / 44th & Broadway  
November 6th - December 31st  
every 15 minutes from 24 hours per day  
3 MILLION IMPRESSIONS PER WEEK!