



Blood and Whiskey: The Life and Times of Jack Daniel

Peter Krass

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The first-ever biography of the man who created America's most famous whiskey

Born in Lynchburg, Tennessee, in 1850, Jack Daniel became a legendary moonshiner at age 15 before launching a legitimate distillery ten years later. By the time he died in 1911, he was an American legend-and his Old No. 7 Tennessee sipping whiskey was an international sensation, the winner of gold medals at the St. Louis World's Fair and the Liege International Exposition in Belgium. *Blood and Whiskey* captures Daniel's indomitable rise in the rough-edged world of the nineteenth-century whiskey trade-and shows how his commitment to quality (his whiskey was always charcoal-filtered) and his flair for marketing and packaging (he launched his distinctive square bottle in 189-5) helped create one of America's most venerable and recognizable brands.

Peter Krass (Hanover, NH) is the author of *Carnegie* (0-471-46883-5), cited by *Barron's* as the "definitive" biography and selected by *Library Journal* as one of the best biography/business books of 2002.

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