

COURAGEOUS MEN IN **1776** FOUNDED A FREE NATION

In that Same Generation the Family of James E. Pepper Founded its Distillery!



The Choice of
Generation
after
Generation



WHEN THE "SPIRIT OF '76" set our nation free, men returned to work with new heart. In Kentucky, in that same generation, the grandfather of James E. Pepper was making whiskey!

Today, it is still made in much the same way, with the same tender care. For generations—for over 150 years—this famous bourbon has been traditional with Americans.

Try the superb quality of James E. Pepper—"Born with the Republic." We sincerely believe it is the very finest Kentucky Straight Bourbon Whiskey available.

A limited number of 9" x 12" collectors' prints of above illustration in full color are available without advertising. Address your request to James E. Pepper & Co., Inc., Lexington, Kentucky, enclosing 25¢ for each print.

JAMES E. PEPPER
Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF



"Born with the Republic"



EST 1780

JAMES E. PEPPER

DISTILLING CO. ~ LEXINGTON, KY

Established in 1780, during the American Revolution, the Pepper family brand of whiskey is the oldest brand of whiskey made in Kentucky. Distilled over three family generations, the family built and operated two distilleries in Kentucky—the first was the distillery that is known today as Woodford Reserve (originally known as the Pepper Distillery), and the second was the James E. Pepper Distillery in Lexington, Kentucky.

Colonel James E. Pepper (1850-1906), Master Distiller, was a larger-than-life Bourbon Industrialist and flamboyant promoter of his family brand. He was the third generation to produce 'Old Pepper' whiskey, "The Oldest and Best Brand of Whisky made in Kentucky,". He built his namesake distillery in Lexington, Kentucky in 1879, and it was at one point the largest whisky distillery in the United States.

An avid and noted horseman, Col. Pepper operated the finest stable in Kentucky. His thoroughbreds competed in the Kentucky Derby and in races across America and throughout Europe. He traveled in an ornate private rail car named "The Old Pepper," painted with images of his famed whiskey label, and he spent a considerable amount of time in Manhattan, where he would travel to promote his brand.

During his visits to New York, often at the Waldorf Astoria Hotel, Colonel Pepper was known to socialize with other American captains of industry, including John D. Rockefeller, Theodore Roosevelt, C.V. Vanderbilt, Charles A. Pillsbury, Fred Pabst, Charles L. Tiffany, & William Steinway. It was at the Waldorf that Colonel Pepper is credited with introducing the world to the "Old Fashioned" cocktail, which was said to have been invented in his honor by a bartender at the famed Pendennis Club in Louisville.

The Colonel was a staunch advocate for the whiskey business. He was a vocal opponent of the infamous "Whisky Trust" of the 1890's, lobbied the state of Kentucky to change its laws so that he could bottle his own whisky at his distillery, and was instrumental in the implementation of the Bonded In Bond Act of 1897.

Colonel Pepper proudly proclaimed his continued use of his grandfather's original Revolutionary-era recipes, and as such nicknamed his whisky 'Old 1776'.

The historic James E. Pepper distillery in Lexington, operated until 1958 when production ceased and the distillery was subsequently abandoned for over 50 years. In 2016 a project began to renovate and rebuild the distillery, and in December of 2017 the iconic distillery began distilling whiskey once more.

Pepper Distillery ca. 1884



Pepper Distillery ca. 1936



Col. James E. Pepper



Historic James E. Pepper Distillery, 2017
1228 Manchester Street, Lexington, Kentucky, 40504

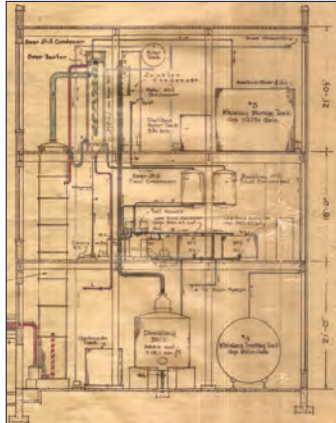


DISTILLING

To relaunch and rebuild the historic Pepper brand and distillery, a campaign of historical research has been ongoing for over 10 years. The results have yielded a treasure trove of historical documents, articles, advertisements, memorabilia, manufacturing equipment and full bottles of original, perfectly preserved Pepper whiskey. All of these materials have been studied and considered when determining what styles of whiskey to distill and how to rebuild the distillery.

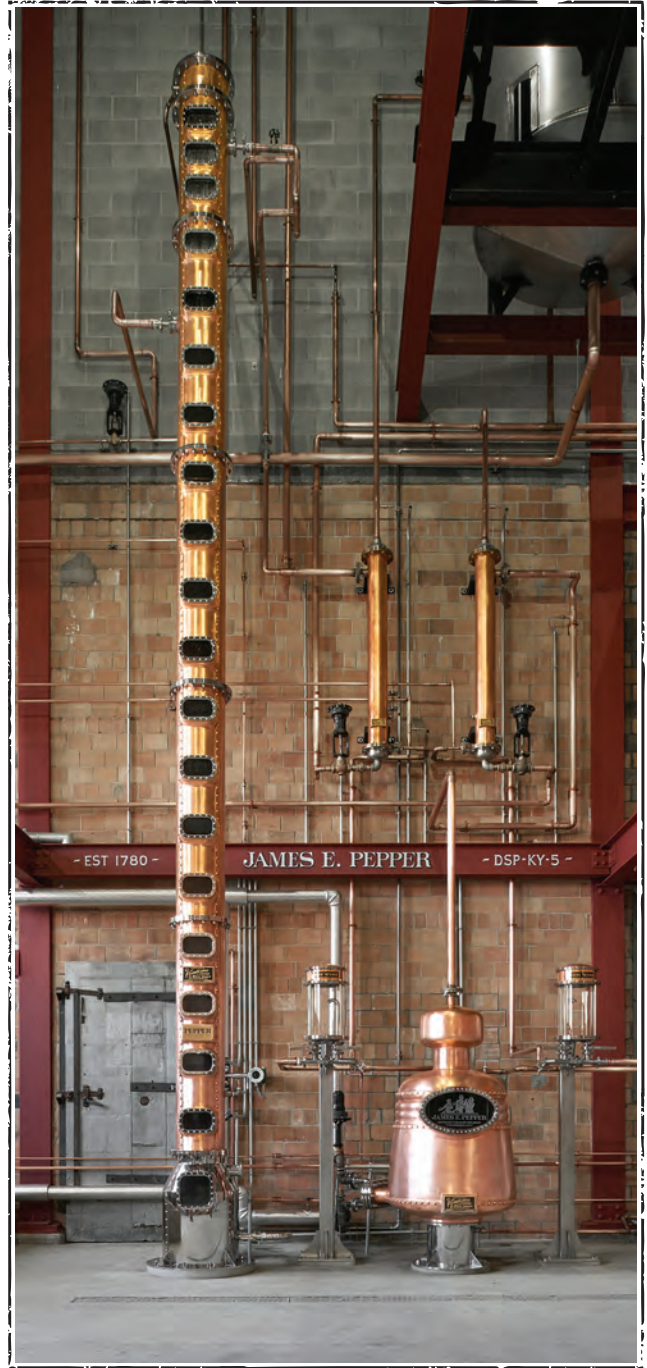
Corn, rye and barley has been grown and harvested in collaborations with a local farmer to use at the distillery, along with using water from the original limestone well at the distillery

Distinct styles of whiskey produced by James E. Pepper, such as a 'Pure Rye', have been replicated through partnerships with other distilleries to relaunch the brand under the "1776" line of whiskies.



Old letters from James E. Pepper, production methods and the original recipes last in production in 1958, and handed down from the American Revolution, were studied and recreated, and are being distilled once more.

A detailed set of mechanical drawings from the original Pepper distillery when rebuilt in 1934 (the year Prohibition was repealed in Kentucky) was studied when designing the stills in collaboration with Vendome Copper & Brass (the same company that built the stills in 1934).



ca. 1890 ca. 1890 ca. 1914 ca. 1914 ca. 1914 ca. 1924 ca. 1949 ca. 1950 ca. 1951 ca. 1954

James E. Pepper

'1776' Straight Rye Whiskey

Vibrant & full bodied;
notes of spice, chocolate,
cloves & honey.

“Made one of the best Old
Fashioneds I’ve ever had”
(SimpleCocktails.com)

www.JamesEPepper.com

 @JamesEPepper



100 PROOF

UNFILTERED

OVER 90%
RYE IN THE
MASH BILL



James E. Pepper

'1776' Straight Bourbon Whiskey

Rich bourbon sweetness
& rye spice; vanilla, honey,
chocolate & cloves.

www.JamesEPepper.com

 @JamesEPepper



100 PROOF

UNFILTERED

**OVER 38%
RYE IN THE
MASH BILL**



James E. Pepper

'1776' Barrel Proof Straight Rye

Full flavored & surprisingly drinkable; deep notes of spice, mint, cloves, eucalyptus, honey & chocolate; the same exact whiskey as in the standard, award winning 100 proof version, only straight from the barrel.

www.JamesEPepper.com

 @JamesEPepper



**BARREL
PROOF**

UNFILTERED

**OVER 90%
RYE IN THE
MASH BILL**

