

Blogging to Communicate - Assessment 1

LCBB4004

Name of Student: Eugenia Racos

Student ID Number: 1906576

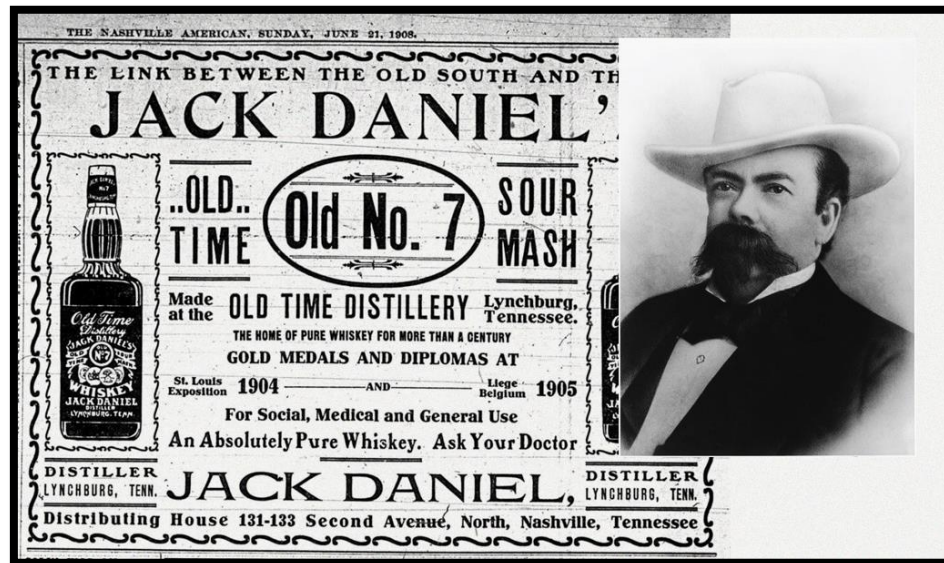
Name of The University: University of Wales Trinity Saint David

Table of Contents

Blog 1.....	3
Blog 2.....	4
Blog 3.....	5
Blog 4.....	6
Blog 5.....	7
Blog 6.....	8
Blog 7.....	9
Reference list	10

Blog 1

History of Jack Daniel's



Jack Daniel's is famous around the world for producing one of the best whiskies. Jack Daniel's whisky is produced in Lynchburg, Tennessee. It is one of the most competitive brands in the liquor industry. Brown-Forman Corporation is the parent organisation of this. Jack Daniel distillery produces 16.1 million cases per year, which is equal to 31,000,000 gallons. The average annual income of the company is \$121,700,000 (brown-forman.com, 2021).

Jack Daniel was the founder of the company. His parents died when he was very young. Daniel was adopted by a local preacher named Dan Call in his teens. This is where he started learning about the distillery. This would help Dan with his work. Dan's way of making whiskey was different from other liquor makers. Dan would use sour mash method and use charcoal filtering the whiskey and it was common at that time (TOMIS, 2018). However, this process needed a lot of time and capital, which is why many liquor makers would skip the process to save time and capital. Jack Daniel, however, used this method to make liquor by purchasing land for the distilling business in 1875. The land was purchased near Lynchburg, Tennessee. The Jack Daniel distillery is known as the "Jack Daniel's hollow" and has a statue of Jack Daniel in front of the cave.

Blog 2

Products of Jack Daniel's



Jack Daniel's is one of the finest whiskey makers around the world. The most successful products of Jack Daniel's include OLD NO. 7, which is charcoal mellowed drop by drop. Tennessee rye contains 70% rye and 100% jack. Single barrel connect with four different flavours. The gentle man Jack, which is double, mellowed for extra smoothness. Tennessee fire with cinnamon heat and is exceptionally smooth. Tennessee Honey is made with honey. Their collection also includes one special edition whiskeys such as Tennessee Apple, Signature select, and so on (jackDaniel's.com, 2021).

The company produces 31,000,000 gallons of liquor every year. Jack Daniel's whiskey is famous for its smoothness and the variety of flavour it provides. Since the company has patented their recipe and production style, other liquor brands cannot copy the same. The smell of the Whiskey is of medium intensity. The taste of Jack Daniel's OLD NO & has corn, banana and a sugary blend of walnut and vanilla. The end texture is oaky, slightly bitter, and fruity at times. The drinks of Jack Daniel's are mellowed and do not give a rough taste. The whiskey of jack Daniel's is very smooth and gives a slight warm sensation to the drinker in his throat. The new rye product developed by Jack Daniel's also has good reviews from the market (breakingbourbon.com, 2019).

Blog 3

Jack Daniel's pricing strategy

Jack Daniel's whiskey is a classic brand and its pricing can be quite higher than other whiskey brands. The Whiskey brand has adopted a premium pricing policy for its product lines. Since the company is well established and is renowned for its taste, whiskey drinkers prefer to drink Jack Daniel's whiskey products even after the premium pricing policy used by the company. The flavour and taste of the whiskey cannot be compromised for whiskey drinkers. The premium pricing policy of Jack Daniel's helps it to generate large sums of money, which it can use to improve its operations (bottledprices.com, 2020). The brand has maintained its flavour and premium pricing strategy for a long period. The company produces drinks in large quantity and every product of Jack Daniel's is priced according to its flavour, taste and smoothness.

The prices of different Jack Daniel's product as per the current market are mentioned in the table below:

Product	Quantity	Price
Jack Daniel's Old No. 7 Tennessee	750 ml	\$17.99 - \$24.99
Jack Daniel's Single Barrel Barrel Proof	750 ml	\$59.99 - \$69.99
Jack Daniel's Single Barrel Select	750 ml	\$46.99 - \$49.99
Jack Daniel's Single Barrel Rye	750 ml	\$46.99 - \$54.99
Jack Daniel's Tennessee Honey	750 ml	\$18.99 - \$21.99
Jack Daniel's Gentleman Jack	750 ml	\$21.99 - \$29.99
Jack Daniel's Tennessee Fire	750 ml	\$18.99 - \$21.99

Table 1: Prices of Jack Daniel's products

(Source: Created by the learner)

Blog 4

Jack Daniel's distillery



All of the products of Jack Daniel's are manufactured or produced in Lynchburg, Tennessee. The distillery at Lynchburg, Tennessee has the entire requirement for making the products. Every product of Jack Daniel is created with proper observation and with utmost precision. The products made at the Jack Daniel's hollow and are shipped all over America and in over 170 countries around the world. The architecture of Jack Daniel's hollow is a piece of art and every year tourists from different parts of the world visit this place. It is located at a perfect place as the location can draw 800 gallons of water from miles below the earth, which is essential for making whiskey (jackDaniel's.com, 2020).

The products of Jack Daniel's are shipped to every country and the brand uses different methods to sell its products including retailers and websites. The company makes all of its products in the distillery in Tennessee, which is why they cannot afford to rent stores in different country's as it would be unprofitable for the company. Jack Daniel's sells its products through websites in different countries. However, shopping through websites does not help the company to ship to every country. The company, therefore, uses retailers or intermediary to sell its products in different countries.

Blog 5

Jack Daniel's promotional strategy

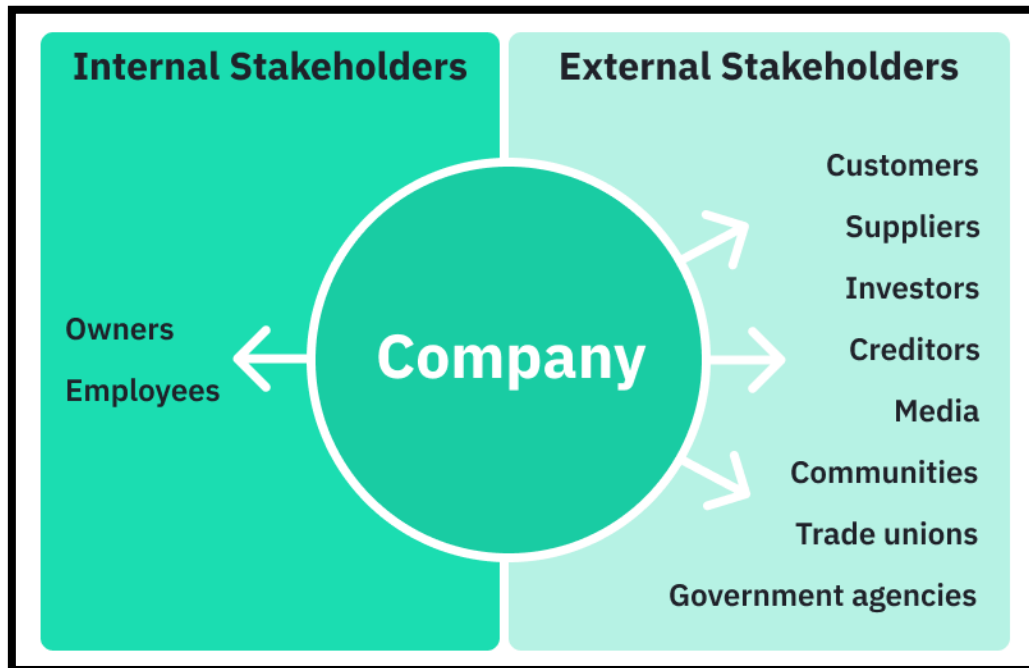


Jack Daniel's makes premium whiskey and it needs to make its customers aware of the brand their quality of products and new products. This is the reason why Jack Daniel's uses various promotional strategies to reach the target market. Drinking is permitted only to people aged 21 and above, so every individual in this age group is targeted Jack Daniel's. The packaging of the whiskey bottle is very appealing. The square-shaped bottle is easy to handle and easily recognisable by fans of the product. Jack Daniel's makes use of various advertising strategy for the promotion of its products (Hallberg, 2017). The most helpful promotional strategies include Television, Magazines, Newspaper, social media and billboards. These promotional strategies are very useful as people view to check their social media, television, and so regularly. Jack Daniel's also makes use of mouth publicity, where customers suggest their friends, colleges and family about the brand. People always love the taste, texture and the smell of the whiskey and are eager to share their experience with their close ones.

Kotler and Armstrong (2014) have added that producing value for clients to detain value in revisit is essential. Some of the famous personalities have also shared their experience with Jack Daniel's products. Some of these personalities include Lemmy Kilmister, Frank Sinatra, Hank Williams Junio, Frank Sinatra, and so on. The company is also very active in trade shows, sports events, and so on to make their brand visible to the public.

Blog 6

Jack Daniel's Stakeholders



Stakeholders are a crucial part of every business. Jack Daniel's has two types of stakeholders, internal and external. Internal stakeholders consist of employees, managers and owners whereas external stakeholders consist of supplier society, government, creditors, shareholders and customers. The internal and external stakeholders both are valuable to the company and the company takes various measures to maintain a healthy relationship with them (Businesswire.com, 2019). A healthy relationship with the internal stakeholders ensures increased productivity of the company whereas the healthy relationship with external stakeholders ensures the profitability of the company.

The CSR activity of Jack Daniel's includes environmental sustainability, employee relations and civic engagement. The company is passionate about its sustainability goals. It either reuses or recycles 99% of the waste produced in making liquor. Jack Daniel's has also reduced the heat required to make products and reduce wastage of product lost during the stage of evaporation. This CSR strategy makes the customers happy and they are more inclined to buy products from a company who cares about its surrounding. Jack Daniel's maintains healthy relations with their employees by providing them facilities such as discounts on their products, flexibility, holidays, and so on.

Blog 7

Know how Tennessee whiskey becomes the top-selling brand



It is always fun to see customers eager to spend bucks to purchase Jack Daniel's old bottles as collectables: the older the bottle, the dearer it is. Jack Daniel's is the most beloved brand of drinkers. It sells its products in more than 170 countries through websites and intermediaries. All of the bottles of whiskey are produced in Lynchburg, Tennessee (theguardian.com, 2014). The company was able to become the top-selling whiskey brand all over the brand due to the quality of the product. The whiskey produced by Jack Daniel's uses charcoal filtering method, which makes the drink even smoother. The smoothness and texture of the drink is the reason why the company can become one of the top-selling brands.

Customers who are impressed by the drink suggest other people try the whiskey is the most useful method that has helped the company increase its sales (Bhatt and Balakrishnan, 2016). Along with mouth publicity, the CSR activities of the company have also gained the attention of the public. The company has become one of the top-selling brands by entering many markets around the world. It also ships products in bulk across countries through its website.

Reference list

Bhatt, S. and Balakrishnan, R., 2016. *Know-How Jack Daniel's Became One Of The Top Selling American Whisky Brands*. [online] The Economic Times. Available at: <<https://economictimes.indiatimes.com/know-how-jack-Daniel's-became-one-of-the-top-selling-american-whisky-brands/articleshow/54424491.cms?from=mdr>> [Accessed 5 January 2021].

Breakingbourbon.com. 2019. *Jack Daniel's Tennessee Whiskey Review | Breaking Bourbon*. [online] Available at: <<https://www.breakingbourbon.com/review/jack-Daniel's-tennessee-whiskey#:~:text=Jack%20Daniel's%20is%20a%20superb,low%20proof%20and%20downer%20finish.>> [Accessed 5 January 2021].

Brown-Forman. 2021. *Jack Daniel's - Brown-Forman*. [online] Available at: <<https://www.brown-forman.com/brands/jack-Daniel's/>> [Accessed 5 January 2021].

BUSINESSWIRE., 2019. *Brown-Forman Stockholders Elect Directors And Board Approve Cash Dividend*. [online] Businesswire.com. Available at: <<https://www.businesswire.com/news/home/20190725005636/en/Brown-Forman-Stockholders-Elect-Directors-and-Board-Approves-Cash-Dividend>> [Accessed 5 January 2021].

Hallberg, N.L., 2017. The micro-foundations of pricing strategy in industrial markets: A case study in the European packaging industry. *Journal of Business Research*, 76, pp.179-188.

Jack Daniel's. 2020. *Cave Spring Hollow*. [online] Available at: <<https://www.jackDaniel's.com/en-gb/vault/cave-spring-hollow>> [Accessed 5 January 2021].

Jack Daniel's. 2021. *Our Products*. [online] Available at: <<https://www.jackDaniel's.com/en-gb/our-products>> [Accessed 5 January 2021].

Kotler, P. and Armstrong, G., 2014. *Principles of Marketing (15th Editi)*. England: Pearson Education Limited.

theguardian.com, 2014. *Jack Daniel's fights push to loosen definition of Tennessee whiskey* [online]. Available at: <https://www.theguardian.com/world/2014/mar/17/jack-Daniel's-fights-loosen-definition-tennessee-whiskey> [Accessed 5 January 2021].

TOMIS, 2018. *Who Was Jack Daniel? Story Of Jack Daniel's Tennessee Whiskey*. [online] Mint Julep Experiences. Available at: <<https://mintjuleptours.com/2018/05/18/jack-daniel-the-story-of-jack-Daniel's-tennessee->

whiskey/#:~:text=His%20father%20died%20in%20the,work%20for%20Call%20after%20em
 ancipation.> [Accessed 5 January 2021].

Wine and Liquor Prices. 2020. *Jack Daniel's Whiskey Prices Guide 2020 - Wine And Liquor Prices*. [online] Available at: <<https://www.bottledprices.com/whiskey/jack-Daniel's/>> [Accessed 5 January 2021].