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Jack Daniel's is built on tradition. You can find that smooth Tennessee whiskey in just about any bar in the world. When Jack Daniel's needed a second distillery to meet that global demand, it turned to Siemens, another company that knows how to blend a rich history with modern solutions.

The Siemens Simatic PCS7 system fully automated the new distillery in Lynchburg. The original distillery, which has used a legacy Siemens system for decades, is also

being modernized so the two distilleries will connect in a seamless operation. This allows Jack Daniel's to do what it does best, make the world's best-selling whiskey, without having to stress about operational breakdowns. The system runs as smoothly as a sip of Jack Daniel's goes down, with the same signature consistency.

With Siemens technology, distillers can call up a variety of recipes—from Old No. 7 to Gentleman Jack to Tennessee Rye—and make large-scale

batches with ease. If they need to modify the master recipe, they can do it in a snap, and the system knows the ingredients so well it can prompt distillers to correct an imbalance and resume.

Siemens distillery and brewing solutions are fully scalable, whether you're the world's No. 1-selling whiskey or the smallest neighborhood brewery. Siemens will grow with your company, so you can start a tradition of your own.

“ Utilizing Siemens Simatic PCS 7 with Batch and Route Control, Jack Daniel's has more automated control of the entire whiskey making process. This automation facilitates tighter process control and assures we maintain a consistent and high quality product. We have given our operators the tools needed to succeed with improved batch visualization, standard faceplates and graphics, and a wireless operation option. As we look to the future for growth opportunities and new developments, I am confident PCS 7 will grow with us as a flexible and expandable system.

**Denis Roth, Director, Jack Daniel's Distillery Plant Production Operations**