

J.W. KELLY
& CO[®]
WORLD-CLASS SPIRIT & CHATTANOOGA SOUL™

MEDIA KIT



J . W . K E L L Y & C O

After settling in Chattanooga, TN in 1866, J.W. Kelly created the best American whiskey of his era. Kelly's use of old-world pot distillation and custom mixture of corn, malted rye, and barley helped create a unique blend of five, six and eight-year-old barrels. The winning blueprint was revived for one of his most prized bourbons, over a century later. The spirit is now reawakened for the entire world to discover.

Special

DEEP SPRING Tennessee Whisky "The Best Ever"

SPECIAL DEEP SPRING is just an old Tennessee Whisky that will satisfy those who are particular.

"The Whisky Without
an Unkind Thought."

For sale by all mail order houses.

Four Quarts \$6.00 Delivered

J. W. KELLY & CO.

Distillers

CHATTANOOGA, TENNESSEE





J. W. KELLY: DID YOU KNOW?



James Watt (J.W.) Kelly established the first pot still distillery in Chattanooga in 1866. It was called Deep Spring and was located near present-day Chattanooga Choo Choo.

Kelly was one of the founders of the Lookout Rolling Mills, and was a stockholder of the Merchants National Bank in 1893. He was also an original member of the Mountain City Club.

Kelly sat on the boards of many local charities, and supported various causes both in Chattanooga and abroad.

In 1890, Kelly purchased the leases on the bar, billiards room, and cigar stand in The Read House. He also owned a restaurant in the hotel in December 1872.

Kelly not only made about 12 labels of his own, but he was also the sole distributor of well known brands Budweiser, Schlitz, and Pabst Blue Ribbon in the area. He also manufactured his own cigarettes, as well as imported other brands from all over the world.

J.W. Kelly was selected as one of 100 Men Who Have Done Much for Chattanooga in 1892. He was the only distiller on the list.

At the time of his death in 1907, Kelly owned more than 150 plots of land across several states. He also owned several homes, rental properties, bars, and billiard rooms throughout the Chattanooga area.



OLD MILFORD STRAIGHT BOURBON WHISKEY:

The spirit of J.W. Kelly's original bourbon, born in 1866 in Chattanooga TN, is captured by marrying 5-, 6-, and 8-year-old aged barrels of bourbon, hand selected by the JWK crew. This Old Milford Straight Bourbon Whiskey is handcrafted in 3,000-gallon pot stills to give it bold and unique characteristics.



SINGLE BARREL SELECT:

Reborn in 2016, this unique single barrel, coming in at 109 proof, is hand bottled and double oaked. Every barrel is selected from barrels 5-8 years old. Once the barrel has been selected it is then transferred into a new American oak barrel and aged for another 8-12 months.



MELROSE RYE WHISKEY:

Melrose incorporates a rye mash bill first matured in an American white oak barrel that has been air-dried for two years, then lightly toasted and charred. Melrose is finished to perfection in carefully hand selected Amarone wine casks that reflect truly exotic woods. This attention to detail helps create a unique and rich taste legendary to J.W. Kelly's timeless reputation.



GOLDEN AGE STRAIGHT RYE WHISKEY:

This luscious straight rye whiskey is matured in superior oak barrels for a minimum of two years. This whiskey has a nose of sweet orchard fruits along with classic rye spices. It has tasting notes that start out lightly sweet, turn to crusty bread, and finish with a bit of white pepper.



ABOUT US

Keeper's Quest, Inc is a spirits import company; we currently import whiskies, gins, and other spirits from several countries including: Scotland, Ireland and Lebanon - just to name a few. We work with and ship to distributors across the United States. Some of our brands include:



WINERY & DISTILLERY



In 2017, Keeper's Quest re-launched the J.W. Kelly & Co brand and revived Kelly's original whiskey recipe. They brought back some of Kelly's old labels: Old Milford, Melrose Rye, and Golden Age. Work still continues to preserve not only the legacy of Kelly's whiskey but also of the man himself.

J.W. KELLY
Est. 1866
& CO

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