

Global Jack Daniel's Barrel Hunt comes to South Africa

The global Jack Daniel's Barrel Hunt will come to South Africa, as part of the distillery's 150th anniversary. It is a global scavenger hunt to find 150 handcrafted barrels located at historic and cultural sites.



Two of these 150 barrels will be hidden in different locations in South Africa and Jack Daniel's, together with KFM and 947, will be providing clues to help fans find them and stand the chance to win the prizes concealed inside. The contents are valued at over R150,000 each and include all-expenses paid trips to Lynchburg, Tennessee, to be part of the 150th distillery anniversary celebration, and to New York to learn more about the New York bar and American whiskey culture.

To find the barrel hidden in the city of gold, Jozi fans will need to listen to Anele's show on 947 on Friday 5 August and follow the Jack Daniel's Tennessee Whiskey

Facebook page. The Facebook page will be integral to helping fans locate the barrels at the secret locations.

After the final clue has been given, the first 50 fans to crack the clue and reach the secret location – bringing with them the password and proof of passport, will each receive a key to open the barrel. Meanwhile, in Cape Town, KFM DJ Rob Vember will keep fans in suspense with clues on Friday 19 August before the final dash to find the second barrel. In both cities, only one key opens each barrel.

Jack Daniel's has commissioned +NESS to create a series of works that display the facades of different locations, which will form the clues that ultimately uncover the whereabouts of the two SA-based barrels. Masters at their craft – depicting architectural projects that help define the skylines, culture and history of South African cities – South African artists Max Melvill and Jamil Randerer are the duo that make up +NESS. Fans can look out for digital versions of these on [Facebook.com/Jack Daniel's Tennessee Whiskey](https://www.facebook.com/Jack-Daniel-s-Tennessee-Whiskey) and the limited edition series will be among the prizes inside the two barrels.

For more information, go to www.jackdanielsbarrelhunt.com.

For more, visit: <https://www.bizcommunity.com>