



Frederick Booker Noe III Biography

Keeper of the Flame

1957- Present

Frederick “Fred” Booker Noe III, Master Distiller, son of the late Frederick “Booker” Noe Jr., Master Distiller Emeritus, and great grandson of Jim Beam, is a seventh generation distiller and keeper of a family flame that has burned for more than 200 years.

Frederick Booker Noe III was born on March 9, 1957, in Bardstown, Ky., the Bourbon Capital of the World. He grew up in the very same house his great grandfather, the legendary Jim Beam, had once lived in. Understandably, his early years were steeped in whiskey culture. Listening to his father’s tales of his famous family, he learned to appreciate and understand the craft of whiskey making.

Upon graduation from Bellarmine College in 1983, Fred began work at the Jim Beam Clermont distillery on the bottling line. Under his father’s tutelage, Fred learned every aspect of the bourbon-making process, including grain selection, fermentation and distillation.

In the early 1990s, Fred began to play an important role in the development and promotion of The Small Batch Bourbon Collection® – Basil Hayden’s®, Knob Creek®, Baker’s® and Booker’s® bourbons. These ultra-premium bourbons, which are aged longer and feature higher proofs, were created under his father’s guidance in the early 1990s. When the bourbons were first introduced, Fred would help select the batches that were ready for bottling by tasting samples at the family’s kitchen table.

Upon Booker’s retirement, Fred took over the prestigious duty of serving as ambassador of The Small Batch Bourbon Collection. In addition, after rigorous years of apprenticeship and training, he was named master distiller in 2003.

As the chief bourbon ambassador for Jim Beam® Bourbon, the world’s No. 1 bourbon, Fred is an adept and entertaining spokesman for not only the Jim Beam Distillery, but the bourbon industry as well. A frequent world traveler, he remains a sought after speaker.

On Sept. 12, 2007, the company honored Fred by placing his portrait on the Jim Beam Bourbon brand label, alongside the six family distillers who preceded him in the family business – Jacob, David, David M., Jim, Jeremiah and Booker.

Today, Fred is integral in the development and selection of some of Beam’s latest innovations and flavor extensions. Most notably, Fred hand-selected Knob Creek® Single Barrel Reserve barrel-by-barrel, creating a unique expression of Knob Creek’s rich, mature flavor. His guidance and expertise also aided the launch of Knob Creek® Rye Whiskey (available nationwide July 2012), bringing deliciously rich and savory notes of rye to life in a way that only Knob Creek – and Fred Noe – can. The spirit is a versatile, full-flavored straight rye whiskey that offers smooth spice with every sip.

In addition to expanding the Knob Creek portfolio, Fred oversaw the creation of Devil’s Cut™, a premium bourbon whiskey developed using a proprietary process that extracts the liquid trapped inside the wood of the bourbon barrel, which leaves rich flavors from deep within the barrel wood it contains. He also worked closely with the company to expand Red Stag by Jim Beam®, a line of fine Kentucky Straight

Bourbon infused with natural flavors through a unique artisanal process. The complete Red Stag by Jim Beam portfolio includes Red Stag by Jim Beam® Black Cherry, Red Stag by Jim Beam® Honey Tea and Red Stag by Jim Beam® Spiced.

Noe resides in Bardstown, Ky., in a house built adjacent to the Beam family home, with his wife Sandy and son Frederick Booker Noe IV. Noe remains instrumental in the Beam business, dedicating himself to perfecting the family's closely guarded bourbon-making process and continuing his family's legacy.

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