



## **Black Bourbon Society Partners With Jim Beam® for the Open Door Tour to Support Black-Owned Restaurants and Bars**

*Kicking off on National Bourbon Day, the campaign will visit five cities nationwide this summer with community events and pairing sessions*

**Black Bourbon Society (BBS)**, in partnership with Jim Beam®, is pleased to present The Open Door Tour. Embodying Jim Beam's inclusive and welcoming nature, the tour will spotlight black-owned bars and restaurants that serve as cultural pillars in their respective communities. The campaign also includes virtual pop-up conferences hosted by the National Black Chamber of Commerce that will provide resources and information to black-owned bar and restaurant owners to help keep their businesses thriving and a national virtual launch party kicking off on National Bourbon Day, June 14th.

The Open Door Tour is a series of five weekend-long events with the goal to highlight black-owned bars and restaurants. Each city will host the following activities:

- **Highball Happy Hour** — a welcoming social event highlighting black bartenders and their unique spin on a Jim Beam Highball and cocktails featuring Jim Beam Black®.
- **The Bourbon-Q Paired Tasting**— an educational Jim Beam flight tasting paired with items traditionally found at the family barbeque. Jim Beam Black, Jim Beam Bottled in Bond, Jim Beam Double Oaked, and Jim Beam Devil's Cut will be featured.
- **Rhythm and Beam Brunch** — will feature Jim Beam's newest expression, Jim Beam Orange, through light and bright brunch cocktails at a 'come as you are' bourbon-paired brunch with live entertainment.

The tour will kick off in Atlanta June 25-27<sup>th</sup>, followed by stops in the following cities: Chicago July 9- 11th, New York City July 16-18<sup>th</sup>, Washington D.C. July 23-25<sup>th</sup> and Dallas August 6-8<sup>th</sup>. NBCC will host its virtual events June 23rd, July 14th, August 4th, and August 18th.

Black Bourbon Society is an organization open to everyone who enjoys premium spirits and is interested in gaining a deeper appreciation for America's Native Spirit. BBS bridges the gap between the spirits industry and African American bourbon enthusiasts through brand-partnered events, social media platforms and exclusive distillery excursions.

"We are beyond thrilled to partner with Jim Beam to produce the Open Door Tour," said Samara Davis, Founder of Black Bourbon Society. "This campaign further pushes our mission of increasing diversity and inclusion within the spirits industry and we are honored to work alongside our partners to highlight black-owned bars and restaurant owners within their communities through our virtual and in person activations."

Jim Beam is ecstatic to participate in the Open Door Tour in an effort to continue to support the importance of diversity within the spirits industry.

"At Jim Beam, our door is always open for bourbon lovers. It's why we're thrilled to be working with the Black Bourbon Society and the National Black Chamber of Commerce to host the Open Door Tour this summer," said Albert Baladi, President and CEO at Beam Suntory. "After the past year, it's more important than ever to support our black-owned restaurants and bars across the country, and we look forward to welcoming new friends into our Beam family along the way."

In 2020, the National Black Chamber of Commerce alongside Jim Beam and Humble Ventures created a financial relief assistance program that resulted in distributing \$150,000 to Black-owned bars & restaurants and are eager to partner as a host for the Open Door Tour this year.

“We are happy to be involved in the Open Door Tour as a natural extension of our 2020 program,” said Ajit Verghese, Founder and General Partner at Humble Ventures. “ We are excited to convene a series of virtual events that help businesses leverage learnings from across their community and industry in partnership with BBS and Jim Beam.”

Information about events, locations, and time can be found on the Open Door Tour microsite: [www.BBSOpenDoor.com](http://www.BBSOpenDoor.com). For press and media inquiries, please contact Lindsey Walker via email [Lindsey@walkerassocmediagroup.com](mailto:Lindsey@walkerassocmediagroup.com).

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**ABOUT BLACK BOURBON SOCIETY:** Black Bourbon Society (BBS) is a membership-based organization open to everyone who enjoys premium spirits, is interested in gaining a deeper appreciation for America’s Native Spirit and believes in the need for a more diverse and inclusive spirits industry. Black Bourbon Society also serves as a multicultural marketing agency that curates dynamic direct consumer experiences showcasing spirits brands for their members and diverse audiences across the country. *Diversity Distilled*, the non-profit arm of BBS, consults brands on how to develop a more diverse workforce through their three-pillar initiatives: recruitment, retention, and promotion. Black Bourbon Society is crafting a movement that showcases the importance of DE&I and the value of the niche lifestyle and sophisticated palates within the African American Community and beyond. For press and media inquiries, contact Lindsey Walker via email at [Lindsey@walkerassocmediagroup.com](mailto:Lindsey@walkerassocmediagroup.com) or via phone at (770)-750-4311.

**ABOUT BEAM SUNTORY:** As a world leader in premium spirits, Beam Suntory inspires human connections. Consumers from all corners of the globe call for the company’s brands, including the iconic Jim Beam and Maker’s Mark bourbon brands, Suntory whisky Kakubin and Courvoisier cognac, as well as world renowned premium brands including Knob Creek, Basil Hayden’s and Legent bourbon; Yamazaki, Hakushu, Hibiki and Toki Japanese whisky; Teacher’s, Laphroaig and Bowmore Scotch whisky; Canadian Club whisky; Hornitos and Sauza tequila; EFFEN, Haku and Pinnacle vodka; Sipsmith and Roku gin; and On The Rocks Premium Cocktails.

Beam Suntory was created in 2014 by combining the world leader in bourbon and the pioneer in Japanese whisky to form a new company with a deep heritage, passion for quality, innovative spirit and vision of Growing for Good. Headquartered in Chicago, Illinois, Beam Suntory is a subsidiary of Suntory Holdings Limited of Japan. For more information on Beam Suntory, its brands, and its commitment to social responsibility, please visit [www.beamsuntory.com](http://www.beamsuntory.com) and [www.drinks mart.com](http://www.drinks mart.com).

**ABOUT NATIONAL BLACK CHAMBER OF COMMERCE:** The National Black Chamber of Commerce® is the largest Black business association globally. It is dedicated to economically empowering and sustaining African-American communities through entrepreneurship and capitalistic activity. The NBCC is a nonprofit, nonpartisan, nonsectarian organization dedicated to African American communities’ economic empowerment. One hundred forty affiliated chapters are based throughout the nation, and international affiliate chapters in Bahamas, Brazil, Colombia, Ghana, Kenya, France, Botswana, Cameroon, and Jamaica.

**ABOUT HUMBLE VENTURES:** Humble Ventures is the innovation partner of NBCC and is a venture development firm that drives innovation forward through collaboration and partnerships with startups, investors, and established organizations. We focus on diverse entrepreneurs and those building solutions for diverse audiences.

Drink Smart®

Jim Beam® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol.  
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