

Every sip of Jack that you've ever enjoyed has come from one place: the Jack Daniel Distillery in Lynchburg, Tennessee. Continuity like this is a rarity in our ever-changing world.

So for its 150th anniversary, Jack Daniel's took 150 of their barrels—still crafted the way they were in 1866—and hid them in places that have changed drastically. Each hiding spot was revealed on Facebook through a series of vintage photos and clues.

The Barrel Hunt was the first truly global Jack Daniel's campaign with over 50 countries participating. It helped foster conversation around Jack Daniel's authenticity, heritage and independence and how these values have endured for 150 years.