
Jack's™ Bar & Grill opens at DXB

By **Rick Lundstrom** on March, 26 2013 | Airline & Terminal News



Developed for Dubai International's new Terminal 3 Concourse A, Jack's Bar & Grill has a contemporary design with elements of southern hospitality fitting the brand's Lynchburg, Tennessee home. The bar is located at departure level between Gates A15 and A16.

Approximately 50 people attended and saluted the grand opening with a toast of Jack Daniel's Sinatra Select, which was recently launched in Travel Retail. A highlight of the opening ceremonies was an appearance and comments by Jeff Arnett, Jack Daniel's master distiller, who was making his first visit to that area of the world to mark the occasion.



“It is only fitting that the first Jack’s Bar & Grill be located here given the way Dubai International and its millions of travelers have embraced this fine whiskey from Tennessee,” said Tony McIver, Brown-Forman’s area director of that region. “For many years Dubai International and its fine Travel Retail establishments have been among the world’s top selling Jack Daniel’s locations; for the past two years it has been the top selling location. So it is highly appropriate that we are celebrating this groundbreaking occasion here today,” he said.

Jim Perry, Brown-Forman’s managing director for global travel retail, added, “We are excited to bring the first Jack’s Bar & Grill to the world’s traveling consumers and opening it in the Dubai International airport in partnership with Emirates Leisure Retail and MMI. We look forward to welcoming the millions of travelers who will pass through the new Terminal 3, Concourse A. Jack's Bar & Grill represents the next step in Brown-Forman's campaign to ensure that the Jack Daniel's experience is available to traveling consumers around the world.”