

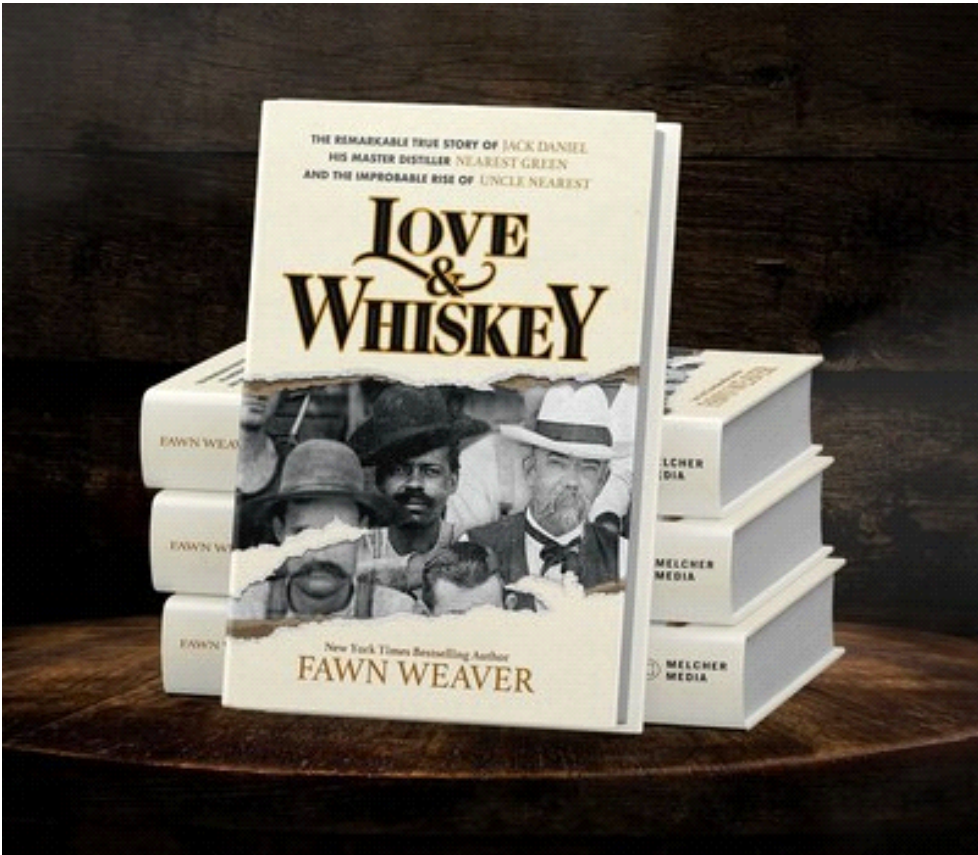
Sports & Entertainment

Uncle Nearest founder Fawn Weaver’s ground-breaking book ‘Love & Whiskey’ debuts nationwide after shattering record with over 25,000 preorder signings in 24 hours

Weaver's Book Debunks the Mythical Origin Story of Jack Daniel and His Master Distiller Nearest Green, Solidifying Their Legacy as One of America's Greatest True Stories

SHELBYVILLE, Tenn., June 18, 2024 /PRNewswire/ -- June 18th marks the highly anticipated release of **Love & Whiskey: The Remarkable True Story of Jack Daniel, His Master Distiller Nearest Green, and the Improbable Rise of Uncle Nearest** written by Fawn Weaver, founder and CEO of Uncle Nearest Premium Whiskey. After a few months of overwhelming pre-order success with Love & Whiskey earning Amazon's top Mover & Shaker spot in addition to holding the No. 1 spot in seven of its eight categories throughout the first pre-order week, the book will now be on shelves across the US, including in retailers such as Barnes & Noble, Amazon, Target, Hudson, and hundreds of independent bookstores throughout the country. The book's launch follows Weaver's historic achievement of signing over 25,000 preordered copies in just 24 hours, a new record recognized by Guinness World Records.

Love & Whiskey, published by award-winning book producer and publisher Melcher Media, is capturing the attention of readers and critics alike. Publishers Weekly gave it a starred review,



noting "It's a powerful portrayal of a largely hidden American history." The book delves into the life and legacy of Nearest Green, the African American distilling genius pivotal in the creation of Jack Daniel's. Set against the backdrop of Lynchburg, Tennessee, it weaves a thrilling blend of personal discovery, historical investigation, and the revelation of a long-overlooked story. Love & Whiskey invites readers to witness a story of enduring friendship, resilience, and the impact of

giving credit where it's long overdue. It's an inspiring tale of how uncovering the past can forge new paths and how the spirit of whiskey has connected lives across generations. "At its core, this book is about love and hope," says Weaver. "At a moment in America's history, where we're all searching for those four-letter words, Love & Whiskey delivers that in spades." Through extensive research, per-

sonal interviews, and uncovering long-buried documents, Weaver highlights the remarkable bond between Nearest Green and Jack Daniel. Daniel's efforts to ensure Green's legacy reflect his deep respect for his mentor, teacher, friend, and first master distiller, making this story one of the greatest examples of allyship in American history. Jack's dedication extended to preserving the stories and achievements of

Green's descendants, who continued working alongside Daniel's descendants for generations. As Weaver intertwines her present-day quest with the historical threads of Green and Daniel's lives throughout the book, she also describes how she paid homage to their legacy by launching and spearheading the creation of Uncle Nearest Premium Whiskey. Valued conservatively by Forbes at \$1.1 billion, it is the fastest-growing bourbon company in American history and the world's most-awarded bourbon and American Whiskey for the past five years. Readers of Love & Whiskey get a firsthand account of how Weaver built this company against all odds, creating a new blueprint by rejecting conventional wisdom. The Love & Whiskey Unfiltered book tour kicks off today with a sold-out event at the National Press Club in Washington, D.C., followed by another sold-out event at the Hard Rock Hotel in Tampa, Florida. This revolutionary tour features a bold, new approach: no celebrity or influencer host. Instead, Weaver will directly answer unfiltered questions from the audience, making the audience the true host of the event. This unprecedented format allows for an intimate and engaging experience where attendees can interact directly with one of

the most talked-about CEOs in America. Accompanying Weaver on the tour is Victoria Eady Butler, fifth generation Nearest Green descendant and four-time Master Blender of the Year, who will lead an exclusive tasting of four single barrels and blends she created exclusively for this tour. This unique element enhances the experience, offering attendees a deeper appreciation of the craft behind Uncle Nearest Premium Whiskey. Fawn Weaver, is an entrepreneur, historian, and the founder of Uncle Nearest Premium Whiskey. She is one of only five Black American women in history to found and lead a \$1B+ company. Uncle Nearest Premium Whiskey pays tribute to the world's first-known African American master distiller, Nearest Green. The brand's portfolio boasts the Most Awarded Bourbon and American Whiskey titles for the years 2019, 2020, 2021, 2022, and 2023 amassing over 1,251 awards and accolades since its launch in 2017. Uncle Nearest is currently available in more than 45,000 stores, bars, hotels, and restaurants, as well as its 458-acre Nearest Green Distillery in Shelbyville, Tenn. For more information, please visit the, and follow on Instagram and Facebook @unclenearest.

Email entertainment news and photos to MS_Tentertainment@prodigy.net

ICON Entertainment & Hospitality announces a long-term lease on a new property in East Nashville

NASHVILLE, Tenn. (June 18, 2024) – Icon Entertainment & Hospitality led by visionary entrepreneur Bill Miller, the owner and operator of many of Nashville's most esteemed and popular establishments, is excited to announce they will be expanding its footprint in the beloved East Nashville neighborhood with a long-term lease at 2103 Greenwood Avenue.

“We’re excited about expanding in our East Nashville neighborhood. The building is directly adjacent to our Schulman’s bar and we won’t disappoint with the concept we are planning for 2103 Greenwood Avenue. We love the neighborhood and our neighbors and are excited to continue serving the area with new and innovative hospitality offerings,” Icon’s Chief Executive Officer and Founder Bill Miller said.

The new venture is adjacent to Icon’s Schulman's Neighborhood Bar, which has cemented itself into the vibrant East Nashville scene and is a favorite go-to spot. The 2700 sq. ft. building was built in 1960 and sits on one-third of an acre. East Nashville locals and fans will recognize that a portion of the building formerly housed Fran’s East bar which moved in 2021. “We’re excited about expanding in our East Nashville neighborhood. The building is directly adjacent to our Schulman’s bar and we won’t disappoint with the concept we are planning for 2103 Greenwood Avenue. We love the neighborhood and our neighbors and are excited to continue serving the area with new and innovative hospitality offerings,” Icon’s Chief Executive Officer

and Founder Bill Miller said. This is just the latest project for the growing diversity of the real estate development and hospitality company’s portfolio, which ranges from award-winning museums to legendary restaurants and bars and offers both locals and visitors alike some of Music City’s most unique dining and entertainment experiences. To stay up-to-date on the latest information and news about the new East Nashville venture along with the other Icon Entertainment & Hospitality brands please visit their website.

Founded by celebrated entrepreneur and real estate investor Bill Miller, Icon Entertainment & Hospitality is a real estate development and hospitality company that owns and operates some of the most popular establishments in Nashville – including the Johnny Cash Museum, Sinatra Bar & Lounge, Patsy Cline Museum, Nudie's Honky Tonk, House of Cards, Johnny Cash's Bar & BBQ and Skull's Rainbow Room – as well as the Southern Turf Lofts and Music City Threads merchandise line. Since opening the Johnny Cash Museum in 2013 – the first component of a presence in downtown Nashville that is now comprised of more than 100,000 square feet of commercial real estate – Icon has welcomed millions of patrons from around the world to its dining and entertainment establishments. USA Today, Forbes, Time, Rolling Stone, Condé Nast Traveler, National Geographic, Southern Living, Marie Claire, AAA and TripAdvisor are just a few of the outlets and organizations that have honored and awarded Icon’s establishments with distinction, solidifying their status as “must-visit” Music City attractions and dining experiences.

