



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texans Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR DISTILLED SPIRITS

Date: February 08, 2021

Label Certificate Number: 1109047

**Pursuant to the application of : ISHAMS ORDINARY
Holder of permit/license number : S1100749**

**Brand : 12 FOOT BEARD JOWL BRISTLE WHISKEY
Class : WHISKY
Size(s) : 25ML-1.75 L
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 45% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 20302001001085**

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

**Product Registration
Excise Tax and Marketing Practices Division
Product.Registration@tabc.texas.gov**

**c/o ISHAMS ORDINARY
700 FAY ST
COLUMBIA, MO 65201-4710**



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12 FOOT BEARD

JOWL BRISTLE

WHISKEY

WHISKEY DISTILLED FROM BOURBON MASH

45% ALC BY VOL • 90 PROOF • 750ML

12 FOOT BEARD

In the 1860's a Pike County, Missouri man grew a beard of astounding length. And while the beard was epic, the true story behind it was nothing short of inspiring.

He lost a bet and the beard was his wager. When he died, the beard measured over 12 feet long. That kind of dedication to keeping your word isn't just another thing—it's the only thing that matters. The bottle you're holding is proof that the same spirit is alive today. Because we promised to bottle a spirit without equal and here in Missouri we keep our word, no matter what.

12FootBeard.com



Distilled in Tennessee. Bottled by
12 Foot Beard Distilling Company
Columbia MO, 65201

GOVERNMENT WARNINGS: (1) ACCORDING TO THE
SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC
BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF
BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES
IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE
MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

For more information please visit: 12FootBeard.com