01 / ORIGINS & PEOPLE

Jim Beam

A family name. A wider whiskey world.

The familiar name opens onto a larger story: Kentucky family roots, a post-Prohibition restart, Booker Noe’s barrel-strength convictions and Freddie’s changing blends. One house can hold many whiskey identities. [1–4, 7, 13]

At a glance
Family first sale: 1795
Modern home: Clermont, Kentucky
Another production center: Boston
Parent: Suntory Global Spirits [1, 15, 17, 21]



The name belongs to the rebuilder

Jacob Beam began the commercial lineage. James Beauregard Beam, the fourth generation, gave the modern brand its name. The family remembers Jim rebuilding after repeal in 120 days, at age seventy. The corporate chronology places that restart in 1934. [2, 3]

The Noe branch continues the work

Booker was Jim’s grandson. Fred and Freddie extend that family line: the 2022 appointment gave Freddie the Fred B. Noe Distillery role while Fred retained portfolio oversight. Little Book turns a nickname from grandfather to grandson into a series of new blending ideas. [4, 7, 13]

Illustrations are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

The family, the business, the places.



1795–1890s Jacob’s first sale leads into successive family generations and the growth of Old Tub. The rail move belongs to the 1850s; official accounts differ on exact dates. [1–3]

1920–1960 Prohibition interrupts production. Clermont is rebuilt after repeal; Boston gains a second plant in 1954. Booker becomes master distiller there in 1960. [1, 3]

1987–1992 Private Booker’s gifts become a public brand. Baker’s, Basil Hayden and Knob Creek join the Small Batch Collection in 1992. [1, 3, 7]

2014–2024 Suntory acquires Beam; Little Book follows in 2017. Freddie’s 2022 appointment and Black’s seven-year relaunch in 2024 mark new chapters. [4, 12, 16, 19]

Read the 2026 pause precisely

The company’s late-2025 statement plans a pause at the main Clermont distillery during 2026, while retaining Fred B. Noe craft and Boston distillation. It also keeps the visitor experience open. This describes an announced operating plan, not a closure of the whole Beam business. [21]

Clermont is the homestead and visitor campus; Boston is a separate production center. Frankfort also appears in the Hardin’s Creek maturation story. [14, 15, 18]

03 / WHISKEY & STORIES

Different choices. Distinct whiskeys.

Sour mash, fermentation, distillation and charred oak establish the core process. Selection then matters: Booker’s varies by batch; Baker’s preserves a single barrel at 107 proof. [5, 6–8]



Black’s current seven-year, 90-proof expression is one way to explore age. Little Book’s first chapter blends bourbon with corn, rye and malt whiskeys; Hardin’s Creek compares maturation locations. Read each expression on its own terms. [11, 14, 19, 20]

A memorable family detail: Beam says Jim carried yeast home for safekeeping. It is an intimate reminder that a large whiskey operation can depend on a small living culture. [5, 6]

Linked research sources

Checked October 13, 2026. Numbers match citations above.

1. Beam history
2. The Beam family
3. Jim Beam heritage archive
4. Freddie becomes master distiller
5. The bourbon-making process
6. Beam Made Bourbon
7. About Booker’s
8. Baker’s Single Barrel
9. About Baker Beam
10. The Beam whiskey family
11. Little Book: The Easy
12. Little Book releases
13. Little Book’s name
14. Hardin’s Creek: Clermont
15. Visit the Clermont homestead
16. Suntory’s 2014 acquisition record
17. Suntory Global Spirits name
18. Boston expansion announcement
19. Jim Beam Black relaunch
20. Jim Beam Black specifications
21. 2026 distillation plan
22. Jim Beam Original
23. Legent’s 2019 launch
24. Knob Creek whiskey family