



Media Contact: Ava Thompson
avagardnertrust@gmail.com

FOR IMMEDIATE RELEASE

Ava Gardner Select Bourbon 2nd Edition

It's a great pleasure to be working with our friends at Seven Jars Distillery in Charlotte, NC to bring you the Ava Gardner Select Bourbon 2nd Edition from the Ava Gardner Trust. This bourbon is outstanding. It's surely a bourbon Ava would love and be proud to represent. It is smooth having been aged six years and has a nice aroma. The subtle sweetness and a great oak flavor make it most enjoyable. It is bottled at 102 proof. What a great sipping whiskey over a few small cubes of ice, or if you like, straight.

Ava learned to drink in the legendary nightclubs of the 40's: the Palladium, Ciro's, Don the Beach Comber, and the Coconut Grove where she danced to the Tommy Dorsey band. Her husband, Mickey Rooney, would slip her bourbon in coffee cups because she was underage at the time. As her taste for whiskey matured, she insisted on and drank only the best: no fruity cocktails for her.

Ava dined and had drinks in the most popular restaurants of the time: Chasen's, Romanoff's, the Brown Derby, and Perino's. These famous restaurants catered to the stars, and they were the places to be seen. Only the best premium whiskey was served. Moreover, Ava loved to entertain at home, and she was a great cook! She loved to serve only the best in her home. She equated good bourbon and good food with good fun and dear friends. She would have served Ava Gardner Select Bourbon in her home.

Ava stated that she drank for the effect. It helped her get over her extreme shyness and ease into her surroundings. She soon learned at MGM that there was a little "snort" on the bottom shelf of the refreshment cart that went around to the different sets. She was happy and cheerful when she drank. I was with her many times when she was drinking, and I never saw her drink to excess. She commented on more than one occasion that she did not like a sloppy drunk. Ava would want us to drink responsibly and above all else, not drink and drive. Here is to Ava, good friends, good food, and Ava's great bourbon from the Seven Jars Distillery!

Ava Gardner came into the world at 10:00 at night and that was the reason she thought she turned into such a nocturnal creature. In her words, “When the sun sets, honey, I feel more, oh, alert. More alive. By midnight, I feel fantastic. Even when I was a little girl, my father would shake his head and say, “Let’s just hope you get a job where you work nights.” Movies aren’t made at night, but I must admit I have seen more sunrises than any actress in Hollywood.”

Ava Gardner loved parties and staying up late, and when she drank it was for the effect. She was happy when she drank. In her own words, “One thing about me, and it is a gift straight from heaven, or maybe the other place, is that no matter how much I have to drink I never stumble, never weave, and I never slur my speech, qualities I put down to a good Irish-Scottish capacity to hold strong drink.”

ABOUT LEGACY TALENT AND ENTERTAINMENT, LLC: Legacy Talent and Entertainment (LTE) is the most established and recognized Talent Company in the Southeast and maintains a presence in Malibu, California. LTE provides professional talent representation services to select celebrities and iconic estates, including representing exclusive talent and some of the highest profile legends. LTE and its extensive network of relationships with brands, studios, television networks, news media, and Fortune 500 companies allows LTE to partner its clients with endorsers, licensing campaigns, publishing houses, film and TV, digital media, and other avenues of connecting with fans in order to advance its clients’ legacies. Please visit our [website](#) and follow us on social media: [Facebook](#), [Twitter](#), and [Instagram](#).

ABOUT AVA GARDNER TRUST: Ava Gardner established her Trust in 1986. It has evolved through the years, and today, it is responsible for the management of the intellectual property of Ava Gardner including trademarks and copyrights. The Trust works to exploit image and publicity rights in order to provide funds for the beneficiaries of the Trust. Moreover, the Trust seeks to preserve the legacy of Ava Gardner and to introduce her to a new generation of fans. Ava was courageous, independent, kind, and generous. All of the residual funds of the Trust go to charities and non-profits selected by Ava and her family. Her compassion and boundless generosity continue through her Trust. For more information, please contact avagardnertrust@gmail.com.