



STRATEGIC SOLUTION:

To support the position, G/L built a loyalty program around Rebel Yell called the Band of Rebels, which reaches out to rally brand advocates around the new positioning. So far the BOR has been wildly successful, boasting more than two thousand members and is collecting more all the time.



BAND OF REBELS

SEARCH * SEARCH * MEMBERS * CALENDAR * REGISTER * USER LOGIN

REBEL YELL'S LODGE

State	Address & Topics	# of Topics	# of Replies	Last Post
GA	MAAY REBELS WHO LOOK WITH REVERENCE ON SMOCKING DURING THE BARRY WELLS COTTON PICKING CONTEST IN THE 1800S. THE COTTON PICKING CONTEST WAS A RITUAL OF THE SOUTH. THE COTTON PICKING CONTEST WAS A RITUAL OF THE SOUTH. THE COTTON PICKING CONTEST WAS A RITUAL OF THE SOUTH.	123	54	210
GA	HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS.	123	54	124
GA	HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS.	123	54	125
GA	HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS. HEARING THE DEER WHINE FOR SMOCKING IS THE TIME FOR REBELS.	123	54	126

REBEL'S LEGENDARY ACTIVITY

ACTIVE LINKS

UPCOMING EVENTS

REBEL YELL
SINCE 1840

Rebel Yell History * Recipes * BAND OF REBELS * THE EXTRAS

PRODUCT LOCATOR

Our Products

- Bourbon Process
- HISTORY OF REBEL YELL
- Shoulder Label Program
- Bourbon Country

Rebel Yell Bourbon, like all fine bourbons, is steeped in tradition. Fourteen years prior to the great battle at Chickamauga, Georgia, the bloodiest single event of the Civil War, W. L. Weller founded our distillery and produced his first bottle of bourbon. Since this glorious day Rebel Yell Bourbon has become a staple among bourbon enthusiasts across the south. It has acquired almost a cult following because it personifies the South both in name and character.

Distilling has been a tradition of the W.L. Weller family back to the early days of this country. Famous for being the first distiller to produce Kentucky Straight Bourbon Whiskey using "wheat" instead of "rye" in the mash bill, descendants of W. L. Weller have continued this practice in a number of bourbon brands. This ingredient substitution makes the recipe uniquely smooth and richer than traditional bourbons.

JOIN THE BAND OF REBELS

Shoulder Label Program

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PRIVACY STATEMENT * TERMS & CONDITIONS * PRODUCT LOCATOR * CONTACT US

Please Enjoy Responsibly. Drink and Drive. Rebel Yell® Kentucky Straight Bourbon Whiskey 40% Alc./Vol. (80 proof), Rebel Yell Distillers Louisville, KY

