

Every Pour Tells a Story: 2 Cents Inc Unveils Jones & Mack Bourbon

More than a bourbon, Jones & Mack celebrates where we come from, the stories we inherit, and the legacy we leave behind.

LOUISVILLE, KY, KY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Louisville-based spirits company 2 Cents Inc introduces Jones & Mack Bourbon, a 100-proof bourbon created in honor of the founders' grandparents whose lives were defined by service, sacrifice, and family: Wallace and Naomi Jones, and Sylvester and Gertrude Mack.

Their names are now on the bottle.
Their stories are in every pour.

Wallace Jones served in the U.S. Army during World War II. Naomi Jones, a high school valedictorian, contributed to the war effort through her work at the Indiana Army Ammunition Plant. Sylvester Mack served as a U.S. Navy cook during World War II, while Gertrude Mack worked at the Naval Ordnance. Together, they represented a generation that gave much of themselves to their country, their families, and the future they hoped to create.

Jones & Mack was created to honor that spirit. Four names. Four stories. One bottle.

"We wanted to create something that felt worthy of their names—not simply a bourbon, but a lasting tribute to the lives they lived, the people they became, and the seeds they planted," said Brittany Penny, Founder and CEO of 2 Cents Inc. "Every bottle is a reminder that our stories don't begin with us. We inherit them, we carry them, and ultimately, we decide what we leave behind."



Jones & Mack

Jones & Mack joins the growing portfolio of 2 Cents Inc, the Louisville-based spirits company founded by Brittany and James Penny. From The IX Bourbon Whiskey to Audacitea, 2 Cents Inc has built its brand around premium spirits, distinctive storytelling, and a belief that there is room at the bar for all of us.

A Bourbon Worth Remembering Bottled at 100 proof, Jones & Mack is a bold yet refined Kentucky bourbon with notes of dark cherry, orange peel, and clove, followed by a lingering cinnamon spice finish. Best enjoyed over ice, Jones & Mack also brings depth and character to any cocktail. Jones & Mack is a bourbon for remembering where you come from and raising a glass to where you're going.

2 Cents Inc Logo



Now Available for Presale

Jones & Mack is now available for presale through the 2 Cents Inc website. Priced at \$54.99 per bottle, customers who order during the presale period will receive an automatic \$5 discount at checkout, bringing the presale price to \$49.99. Bottles will be shipped directly to customers' doorsteps beginning in September 2026.

“

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Brittany Penny, MBA

Order Jones & Mack at

www.2centsinc.com/jonesandmack.

About 2 Cents Inc.

Founded in Louisville, Kentucky, by Brittany and James Penny, 2 Cents Inc. is a spirits company creating premium bourbon and spirits rooted in bold flavor, authentic storytelling, and connection. The company is woman-led

with a portfolio that includes two award winning products, The IX Bourbon and Audacitea, as well as their latest release, Jones & Mack Bourbon.

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