

Jack Daniel's

RESPONSIBILITY IN A BOTTLE

.....
Brown-Forman's highest purpose is to enrich the experience of life. We do this by responsibly building beverage alcohol brands that thrive and endure for generations.
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With this brochure, we're giving you a taste of corporate responsibility at Brown-Forman. We're showing you what we're doing to promote environmental sustainability, how our cause marketing campaigns help raise money and awareness for important organizations, where our community involvement work is targeted, and how we're promoting responsible drinking. Our brands lead many of these efforts, but they work closely with the Brown-Forman Corporate Responsibility team to ensure we achieve our common goals.
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BROWN-FORMAN

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RESPONSIBLE DRINKING



We have a duty and opportunity to be part of the solution to alcohol-related problems. This challenging responsibility comes as part of our right to make, market, and sell beverage alcohol, and we are committed to finding effective approaches by working with all our stakeholders.

Our Thinking About Drinking is our corporate strategy to promote alcohol responsibility. It has five aims, or what we call ambitions:

- **Responsibility Leaders** — Our employee alcohol policy and related training sets out how employees should conduct themselves — and lead by example — when consuming or serving alcohol.
- **Partner for Responsible Retailing** — We want to be the supplier of choice for developing innovative responsibility programs with retailers, distributors, and fellow producers.
- **Trusted Policy Advocate** — We want to play a positive role in supporting public policies that reduce alcohol abuse and misuse, while ensuring our commercial freedoms.
- **Harness our Brand Power** — We seek to build on our long history of marketing responsibly with specific brand communications that bring creativity, energy and passion to encouraging responsible consumption and reducing alcohol abuse.



Brown-Forman continues to partner with The Charmer Sunbelt Group, our largest U.S. distributor, on Tailgaters Urging Responsibility & Fun (TURF).

- **Credible Voice** — We aim to be acknowledged as a champion for responsibility and this depends on the substance of our words and actions. We integrate responsibility into our brand-building in a way that raises awareness and educates, positively influencing consumer behavior and social norms.

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ENVIRONMENTAL SUSTAINABILITY



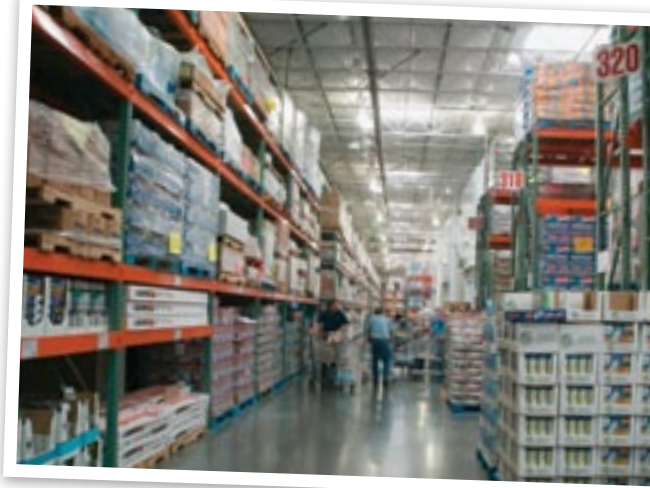
Our business relies on a healthy, thriving environment. The ingredients for our brands come from farms, vineyards, agave fields, and forests. Our production processes use energy and water, and generate waste.

We recently launched our Environmental Sustainability Roadmap for 2020. This Roadmap outlines how we will responsibly manage our environmental footprint as we grow the company. We have also launched our first environmental sustainability goals, which we aim to reach by 2020:

- 30% decrease in energy consumed per unit of product
- 30% decrease in greenhouse gas (GHG) emissions per unit of product
- 30% decrease in wastewater generated per unit of product
- Zero waste sent to landfill from our facilities.*

As part of the Roadmap, we are striving to behave, design, grow, produce, and source sustainably. Each stage is key to meeting our new long-term goals, which cover our operations, products, and supply chain.

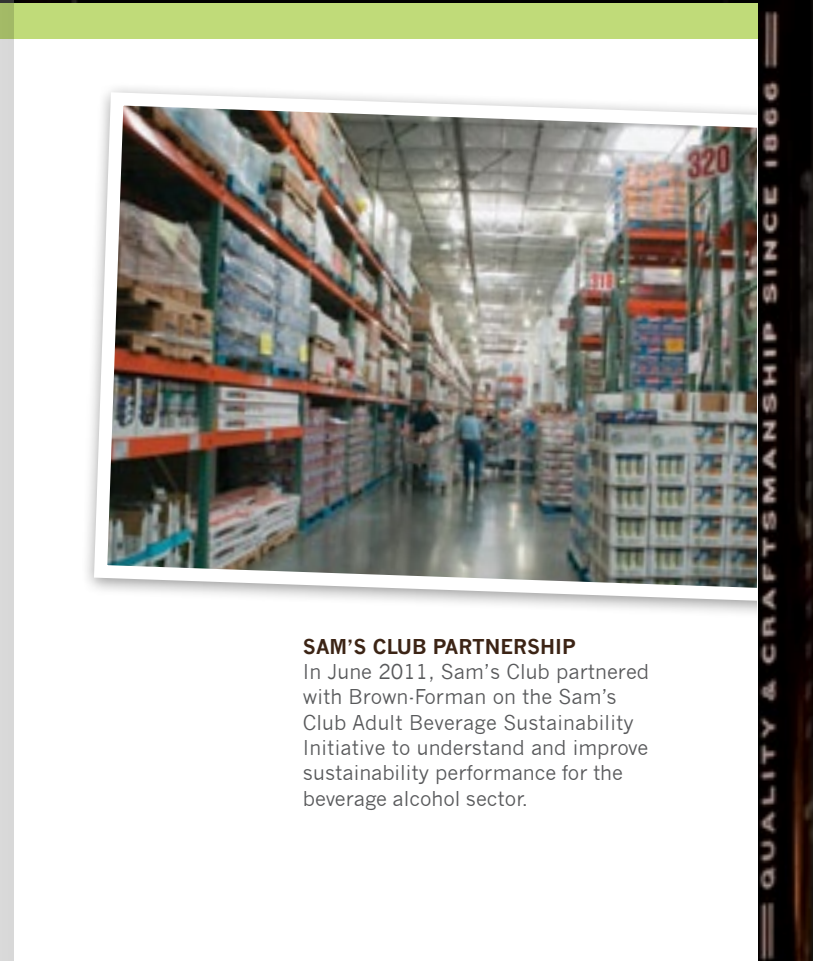
* Company-wide operations, offices, and buildings. Measured against a 2009 baseline.



SAM'S CLUB PARTNERSHIP

In June 2011, Sam's Club partnered with Brown-Forman on the Sam's Club Adult Beverage Sustainability Initiative to understand and improve sustainability performance for the beverage alcohol sector.

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EMPLOYEE RELATIONS



The successful production, marketing, and sale of our brands depends on the talent, knowledge, and dedication of our employees. This is why we strive to provide an environment that inspires employees to do their best work. We employ nearly 3,900 people across our operations, approximately 1,000 of whom are based at our headquarters in Louisville, Kentucky.

Our priorities are:

- **Diversity and Inclusion** — We have established regional diversity councils and employee resource groups around the world to help foster many different forms of diversity and inclusion.
- **Employee Development** — We provide formal training through our award-winning corporate university, Brand Building U (BBU), and we offer employee development through job enrichment, project assignments, mentoring, skills and behavioral assessment, and career counseling.
- **Health, Safety, and Wellness** — We integrate safety with Brown-Forman's core values of Teamwork, Respect, Integrity, Trust, and Excellence. We recognize that due to the nature



Employees participate in a Black History Month event sponsored by the SPLASH (African American) Employee Resource Group (ERG).

of our business our employees may be at greater risk of developing alcohol-related problems, and support providing confidential access to either an Employee Assistance Program or other local resources for counseling.

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COMMUNITY INVOLVEMENT



The communities in which our employees live, work, and raise their families are important to Brown-Forman. Our role in maintaining vibrant communities is integral to the growth of our company. Our reputation as a leading corporate citizen is maintained through financial contributions and employee involvement.

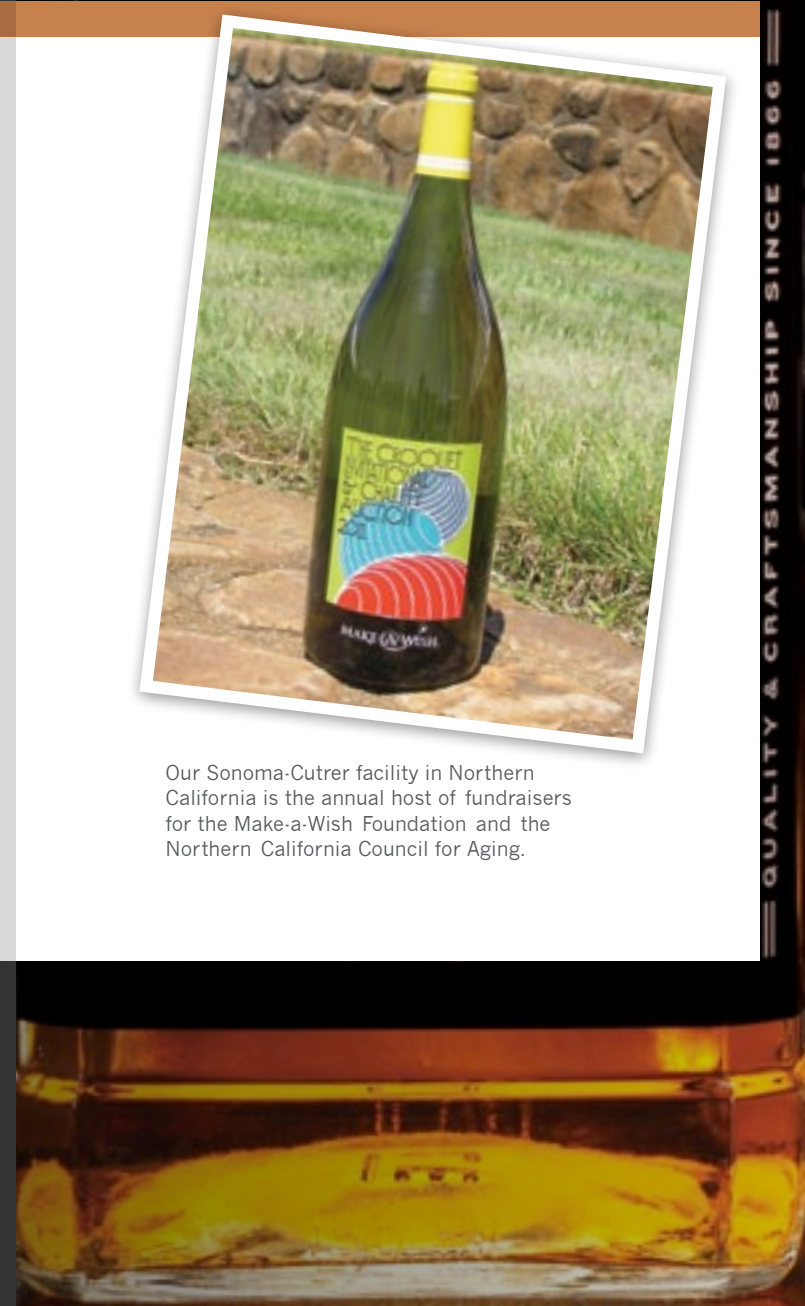
Our priorities are:

- **Corporate Giving** — We make financial donations based on two broad categories: Corporate Responsibility and Community Development. We continue to align our giving around the core societal impact of beverage alcohol. We also maintain contributions to the arts, diversity and inclusion, economic development, education, emergency relief, environment, and social services.
- **Employee Volunteering** — We encourage employees to give back to their communities, whether by serving on boards of non-profits or volunteering. In the past year, our employees logged over 15,000 hours of volunteer time in communities around the world.



Our Sonoma-Cutrer facility in Northern California is the annual host of fundraisers for the Make-a-Wish Foundation and the Northern California Council for Aging.

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CONTACT BROWN-FORMAN

We work hard to enrich the experience of life, but we can't do it alone. Our initiatives thrive on collaboration and we're constantly looking for partners that share our goals to help us expand our work. We encourage you to contact our Corporate Responsibility team through your sales representative to discuss opportunities to join forces.

Find out more about our work in our Corporate Responsibility Report, available online at:

www.brown-forman.com/responsibility



BROWN-FORMAN




A PRODUCT OF THE Environment

BEST ENJOYED RESPONSIBLY


REMAINING TRUE TO OUR ORIGINS

Jack Daniel's is called Tennessee Sippin' Whiskey because that's how it's meant to be enjoyed — sip by sip



 We protect the watershed for our famous cave spring — the source of our iron-free water

Teamed up with Grammy Award-winning Zac Brown Band for Responsible Drinking Campaign

 Sawdust from local sawmills fire our biomass boilers

Product environmental footprint analysis identified how to reduce emissions and use of natural resources

 99% waste-free production process

Promoting responsible drinking and tailgating with professional sports teams such as Los Angeles Angels, Tennessee Titans, New England Patriots, and Miami Dolphins

 Partner with University of Tennessee in a seed orchard to protect local trees, like sugar maple


National spirits partner of BeMyDD, designated driver service

 Small-scale solar and motion-sensitive lighting saves energy at facilities

Herradura, an uncompromising tequila, naturally handcrafted the same way since 1870



The Clean Field Program protects our agave field and recycles waste from production


 The way we make tequila produces cleaner byproducts and waste water — that means less energy to treat them

Hacienda San José del Refugio agave fields have been our source since 1870

Promotional materials are printed on demand, saving paper and other resources

 Spent agave is composted to naturally fertilize agave fields and nurseries

Energy efficient wastewater-to-energy treatment plant makes biogas to power our boiler

 A new treatment system cleans wastewater for irrigation, commended by the Mexico Environmental Minister

Fermentation process created by natural airborne yeasts produced by the environment

SUPPORTING THE CAUSE

Chambord's Pink Your Drink campaign supports breast cancer awareness



We raised four times more money for breast cancer research than we spent on marketing Pink Your Drink



Celebrity fashion designer Betsey Johnson is a breast cancer survivor and spokeswoman for Pink Your Drink

We always promote responsible consumption — our donations don't depend on how much Chambord we sell



Nearly \$200,000 raised in 2010 for Breast Cancer Network of Strength and other organizations



Host of 'Cocktails and Cupcakes' events at twenty Betsey Johnson boutiques, raising funds for Fashion Targets Breast Cancer



THE TOAST OF NEW ORLEANS

Southern Comfort: A New Orleans original, celebrating a global community



\$250,000 raised for Gulf Aid support to the fishing community and preservation of the wetlands in Plaquemine's Parish



Dedicated responsible drinking TV commercials in the US, Europe and online



\$50,000 donated to the National Fallen Firefighters Foundation through Southern Comfort's Fiery Pepper brand

Created a gift package that is fully recyclable, produced with 100% recycled content (65% post-consumer waste), and saved about 56 tons of wood, the equivalent of about 400 trees and more than 30,000 pounds of waste



Leveraged innovative social media marketing tools to build brand connection and raise funds



Recycling old billboards into messenger bags and tote bags for sale online





VODKA

FROM A SUSTAINABLE COUNTRY

We believe if you're kind to nature, it will return the favor



First product environmental footprint analysis at Brown-Forman identified how to reduce emissions and use of natural resources



Organic cotton and Forest Stewardship Council-certified paper used in marketing materials

Multi-pressure continuous distillation is energy efficient



We've turned 40! Help us celebrate with a limited edition SIGG water bottle — reducing bottled-water waste, and proceeds go to charity (www.finlandiawaterbottle.com)



We reuse wastewater to cool and heat facilities



Reducing waste and generating profit — production byproducts are sold as animal feed

TOAST SUSTAINABILITY



Korbel winery: certified organic by the California Certified Organic Farmers



The KORBEL Toast Life Foundation supports organizations dedicated to celebrating and inspiring lives around the world



Reduce, reuse, recycle: 95% waste-free production process

125 acres of vineyards use no well water — all irrigation uses reclaimed processed water



Largest producer of California Champagne made from organically-grown grapes



Using cardboard boxes made from recycled materials saves 190,000 trees a year

Sensors measure moisture in the soil — we only irrigate when absolutely necessary



Spreading wheat and rice straw on our hillsides stops rainwater runoff, preventing soil erosion

Light-weight glass saves resources and energy during transportation



We encourage owls — natural predators — to protect our vineyards from pests, reducing pesticides



PLEASE STAY IN TOUCH



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