



**FOR IMMEDIATE RELEASE**

**BROWN-FORMAN AND THE COCA-COLA COMPANY ANNOUNCE PLANS TO DEBUT JACK DANIEL'S® TENNESSEE WHISKEY AND COCA-COLA®™ READY-TO-DRINK COCKTAIL**

**LOUISVILLE, KY/ATLANTA, GA - June 13, 2022 - Brown-Forman Corporation** (NYSE: BFA) (NYSE: BFB) and **The Coca-Cola Company** (NYSE: KO) today announced a global relationship to debut the iconic Jack & Coke cocktail as a branded, ready-to-drink (RTD) pre-mixed cocktail option.

**Jack Daniel's & Coca-Cola RTD**, inspired by the classic bar cocktail, will be made with Jack Daniel's Tennessee Whiskey and Coca-Cola. The beverage will be available in markets around the world, with initial launch planned for Mexico in late 2022.

"This relationship brings together two classic American icons to deliver consumers a taste experience they love in a way that is consistent, convenient, and portable," said Lawson Whiting, CEO and President of Brown-Forman Corporation, the largest American-owned spirit and wine company. "Brown-Forman has been a leader in the ready-to-drink category since we launched our first Jack Daniel's RTD more than 30 years ago. Coca-Cola perfectly complements Jack Daniel's and our existing RTD offerings, enabling us to accelerate expansion and continue to grow our business around the world."

"We keep consumers at the center of everything we do as we continue to develop our portfolio as a total beverage company, and that includes new products with our iconic Coca-Cola brand," said James Quincey, Chairman and CEO of The Coca-Cola Company. "We are excited about our new relationship with Brown-Forman and look forward to the introduction of Jack Daniel's & Coca-Cola."

The can and packaging, which will feature two of the world's most recognizable and valuable trademarks in Coca-Cola and Jack Daniel's, will include clear responsibility symbols stating that it is to be enjoyed only by consumers of legal drinking age. Jack Daniel's & Coca-Cola RTDs will adhere to responsible marketing practices held by Brown-Forman and The Coca-Cola Company.

The global benchmark for alcohol beverage volume (ABV) is 5% but will vary depending on the market. A zero sugar version of the beverage will also be available.

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### **About Brown-Forman Corporation**

For over 150 years, Brown-Forman Corporation (NYSE: BFA) (NYSE: BFB) has enriched the experience of life by responsibly building fine quality beverage alcohol brands, including Jack Daniel's Tennessee Whiskey, Jack Daniel's Tennessee RTDs, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Gentleman Jack, Jack Daniel's Single Barrel, Woodford Reserve, Old Forester, Coopers' Craft, The GlenDronach, Benriach, Glenglassaugh, Slane, Herradura, el Jimador, New Mix, Korbelt, Sonoma-Cutrer, Finlandia, Chambord, and Fords Gin. Brown-Forman's brands are supported by approximately 4,700 employees and sold in more than 170 countries worldwide. For more information about the company, please visit <http://www.brown-forman.com/>. Follow us on [Twitter](#), [Instagram](#), and [LinkedIn](#).

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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### **Photo Outline:**

"Jack Daniel's & Coca-Cola RTD, inspired by the classic bar cocktail, will be made with Jack Daniel's Tennessee Whiskey and Coca-Cola." (prototype can, Courtesy of Brown-Forman Corporation/The Coca-Cola Company)

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