

Brown-Forman Corporation makes \$1m donation to Covid-19 response funds

Brown-Forman Corporation has made a \$1m donation to Covid-19 response funds.

The donation supports multiple locations and agencies as Brown-Forman assesses community and industry needs and identifies the best ways to support those impacted by the pandemic.

Initial contributions included in the \$1m dollar gift include the Restaurant Workers Community Foundation, the overall hospitality industry — including the United States Bartenders Guild and One Louisville — a Covid-19 response fund in the corporation's hometown.

As part of the company's partnership with the Restaurant Workers Community Foundation, the company is encouraging people to donate to the foundation. It will also match dollar-for-dollar donations (*up to \$100,000*).

In order to help those in the hospitality industry, Brown-Forman Corporation is joining its colleagues in the Distilled Spirits Council of the United States and making a donation to the United States Bartenders Guild Foundation Emergency Assistance Program.

EXPANDING REACH AND CONTRIBUTIONS

Finally, money donated to the One Louisville: Covid-19 Response Fund, will assist with the deployment of resources and financial assistance to households, businesses and community-based organisations working at the frontlines of the outbreak in the city the company was founded 150 years ago.

Jack Daniel's recently announced the launch of **Tennessee Apple** in the US travel retail and domestic market.



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Jack Daniel's will unveil its largest airport collection of displays and wall-bays at Istanbul Airport last autumn.

Brown-Forman officials also state that they are actively exploring ways to expand its reach and contributions internationally, noting that the company currently has employees in over 170 countries worldwide. These donations will be made by the country team and directed by Brown-Forman's site-based leaders.

Lawson Whiting, Chief Executive Officer, Brown Forman Corporation said: "As Covid-19 has spread throughout the world, we want to provide assistance to our communities in this time of great need. We are announcing today donations totalling \$1m that will enable us to give back to the people and communities that mean so much to our company."

Marshall Farrer, Senior Vice President, Managing Director, Brown-Forman Travel Retail and Developed Asia Pacific Regions added that while this is a trying time for the spirits industry and the travel retail channel, both have overcome serious challenges in the past.

"We are currently assessing the impact of Covid-19 alongside our vital customers and unfortunately projecting monumental negative impacts to the entire travel retail channel. Our first and foremost priority, however, is the health and well-being of our employees, partners and the travelling public."

REMOTE WORKING ARRANGEMENTS

Farrer notes that Brown-Forman has enacted its global crisis management and pandemic teams and that he and his senior staff are continually communicating with and providing support and updates to travel retail team members.

He added: "In keeping with the guidelines of government officials, health experts and company policy, the Brown-Forman travel retail team has shifted to remote working arrangements and has been granted increased flexibility and support to do their jobs while looking out for the safety of their families and loved ones."

Farrer also reveals that the Jack Daniels Distillery in Tennessee, Brown-Forman Distillery in Kentucky, Herradura Distillery in Amatitán, Mexico and Canadian Mist Distillery in Collingwood, Canada have begun producing and packaging hand sanitiser to help reduce the spread of Covid-19.

Marshall Farrer, Senior Vice President, Managing Director, Brown-Forman Travel Retail and Developed Asia Pacific Regions.

"For the past week or so Brown-Forman has been donating cartons and drums of hand sanitiser to health care providers and first responders who are on the front lines of the pandemic in Nashville, Louisville, Woodford County, Kentucky, Amatitán and el Arenal, Mexico and Collingwood, Canada.

"However, we are continuing to operate our distilleries in the production of our award-winning Jack Daniel's, Old Forester, Woodford Reserve and Herradura Tequilas and Canadian Mist to meet the needs of domestic markets and in preparation to reengage our valuable travel retail consumers at the right time," said Farrer.

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Referring to the considerable challenges Brown-Forman has faced in its history, he concluded: “As a 150-year-old family business, we survived prohibition in the United States — really our only market at the time — for 13 years. We have every confidence that we can persevere through these challenges and hope for everyone’s safety during these trying times.”

TRB BUSINESS