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| FOR TTB USE ONLY | | | DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back) |
| TTB ID 09061001000109 | | | |
| 1. REP. ID. NO. (If any) | CT 619 | OR 22 | |

PART I - APPLICATION

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| 2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) DSP-KY-414 | 3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported | 8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) BROWN-FORMAN CORPORATION 1908 HOWARD ST LOUISVILLE KY 40210 SOUTHERN COMFORT COMPANY (Used on label) | |
| 4. SERIAL NUMBER (Required) 090032 | 5. TYPE OF PRODUCT (Required) <input type="checkbox"/> WINE <input checked="" type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE | | |
| 6. BRAND NAME (Required) SOUTHERN COMFORT | | 8a. MAILING ADDRESS, IF DIFFERENT | |
| 7. FANCIFUL NAME (If any) SWEET TEA | | | |
| 9. EMAIL ADDRESS DENISE_DILLARD@B-F.COM | 10. FORMULA/SOP NO. (If any) 515 | 11. LAB. NO. & DATE / PREIMPORT NO. & DATE (If any) | 18. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____ |
| 12. NET CONTENTS 1.75 LITERS | 13. ALCOHOL CONTENT 15 | 14. WINE APPELLATION IF ON LABEL | |
| 15. WINE VINTAGE DATE IF ON LABEL | 16. PHONE NUMBER (502) 774-7324 | 17. FAX NUMBER (502) 774-7188 | |

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. STATE DEPOSIT/REFUND INFORMATION MY ADDED, CHANGED AND/OR DELETED. "M.W. HERON" AND "SOUTHERN COMFORT" ARE BLOWN INTO BOTTLE.

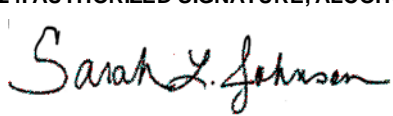
PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

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| 20. DATE OF APPLICATION 03/02/2009 | 21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed) | 22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT MARY DILLARD |
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PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

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| 23. DATE ISSUED 03/20/2009 | 24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  |
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FOR TTB USE ONLY

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| QUALIFICATIONS STATUS THE STATUS IS APPROVED. CLASS/TYPE DESCRIPTION OTHER (HERBS & SEEDS) | EXPIRATION DATE (if any) |
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AFFIX COMPLETE SET OF LABELS BELOW
 Image Type: Brand (front)
 Actual Dimensions: 04.00 inches W X 03.60 inches H



Image Type: Other
 Actual Dimensions: 06.00 inches W X 03.35 inches H



Image Type: Brand (front)
 Actual Dimensions: 03.94 inches W X 00.80 inches H

JUST ADD ICE AND ENJOY!
LIQUEUR • 15% ALC. BY VOL. (30 PROOF)

Image Type: Back
 Actual Dimensions: 04.00 inches W X 03.15 inches H

SOUTHERN COMFORT

THE EXCITING & DELICIOUS MIX OF TWO SOUTHERN FAVORITES,
 REFRESHING SWEET TEA FLAVOR & SOUTHERN COMFORT.
 IT'S READY TO GO! JUST POUR OVER ICE AND ENJOY.

SWEET TEA COCKTAIL

1.75L LIQUEUR – CONTAINS CARAMEL
 PRODUCED & BOTTLED BY SOUTHERN COMFORT CO., LOUISVILLE, KY
 GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON
 GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING
 PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION
 OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR
 OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



10008704FP

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE